

Q4 2018 - Q3 2019

# NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q4 2018 - Q3 2019

### EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 21 November 2019.

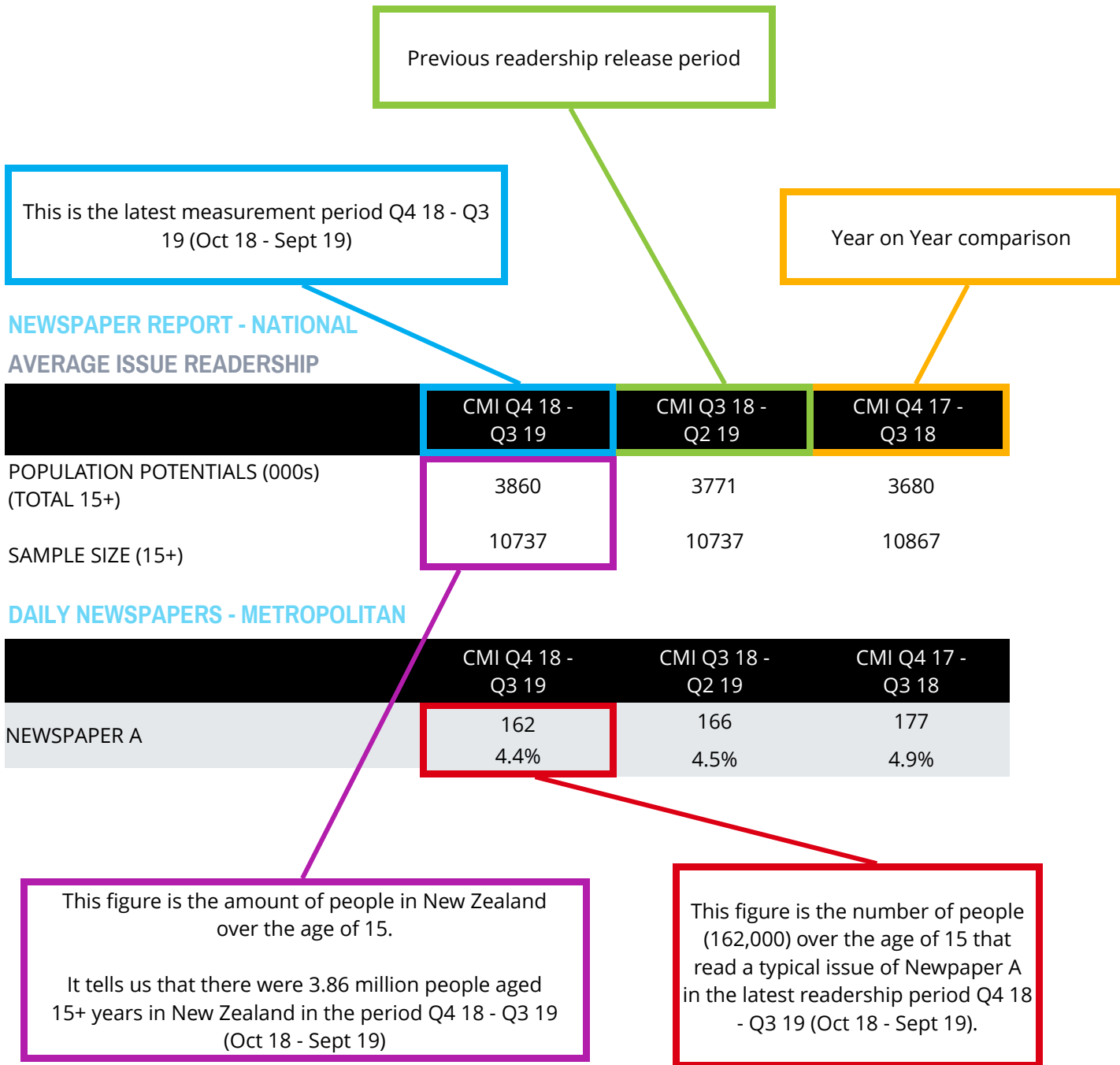
### TITLE CHANGES:

Canvas and Weekend Magazine are now Canvas/Weekend

### FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

# HOW TO READ THIS DOCUMENT



\*Average Issue Readership is sometimes described as the number of people who read a "typical issue" within the issue period. The average issue readership for newspapers is built using readership of days read over the past week.

Weekly Coverage refers to all respondents that have read at least one issue of a newspaper in the last 7 days. For more information on these definitions please contact Nielsen.

# YEAR ON YEAR COMPARATIVES

## Q4 18 - Q3 19

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,940	3,940	3,860
SAMPLE SIZE 15+	10,122	10,076	10,156

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE NEW ZEALAND HERALD	465 11.8%	472 12.0%	453 11.7%
WAIKATO TIMES	47 1.2%	45 1.1%	46 1.2%
THE DOMINION POST	149 3.8%	152 3.8%	148 3.8%
THE PRESS	125 3.2%	137 3.5%	157 4.1%
OTAGO DAILY TIMES	94 2.4%	95 2.4%	84 2.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL DAILIES	1,064 27.0%	1,082 27.5%	1,105 28.6%
ALL METROPOLITANS	807 20.5%	832 21.1%	823 21.3%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	334 8.5%	326 8.3%	357 9.2%

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL DAILIES (WEEKLY COVERAGE)	1,815 46.1%	1,826 46.3%	1,810 46.9%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,449 36.8%	1,475 37.4%	1,425 36.9%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	607 15.4%	592 15.0%	619 16.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	72 1.8%	74 1.9%	82 2.1%
SUNDAY STAR TIMES	206 5.2%	214 5.4%	230 6.0%
HERALD ON SUNDAY	314 8.0%	317 8.1%	328 8.5%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
CANVAS/WEEKEND (UNDUPLICATED)	374 9.5%		
SPY (UNDUPLICATED)	124 3.2%	120 3.1%	117 3.0%
SUNDAY (UNDUPLICATED)	191 4.8%	193 4.9%	216 5.6%
SUNDAY TRAVEL (UNDUPLICATED)	217 5.5%	213 5.4%	206 5.4%
THE BUSINESS (UNDUP)	267 6.8%	263 6.7%	262 6.8%
TIMEOUT (UNDUPLICATED)	316 8.0%	310 7.9%	257 6.7%
TRAVEL (UNDUPLICATED)	379 9.6%	347 8.8%	270 7.0%
VIVA (UNDUPLICATED)	241 6.1%	242 6.1%	227 5.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	23 0.6%	20 0.5%	19 0.5%
YOUR WEEKEND (UNDUPLICATED)	271 6.9%	273 6.9%	290 7.5%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
NORTH CANTERBURY NEWS	42 1.1%	46 1.2%	45 1.2%



## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,170	2,170	2,120
SAMPLE SIZE 15+	5,451	5,427	5,454

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE NEW ZEALAND HERALD	431 19.9%	441 20.3%	424 20.0%
WAIKATO TIMES	47 2.2%	45 2.1%	46 2.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	87 4.0%	89 4.1%	94 4.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	42 1.9%	42 1.9%	47 2.2%
SUNDAY STAR TIMES	97 4.5%	99 4.6%	109 5.1%



# NEWSPAPER REPORT - NORTHERN

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
HERALD ON SUNDAY	289 13.3%	295 13.6%	306 14.4%

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	837	837	824
SAMPLE SIZE 15+	2,208	2,216	2,281

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE DOMINION POST	132 15.8%	134 16.0%	136 16.6%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	107 12.8%	99 11.8%	115 13.9%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	15 1.8%	19 2.3%	18 2.2%
SUNDAY STAR TIMES	55 6.6%	56 6.6%	61 7.4%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	934	934	916
SAMPLE SIZE 15+	2,463	2,433	2,421

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE PRESS	125 13.4%	137 14.7%	157 17.2%
OTAGO DAILY TIMES	93 10.0%	95 10.1%	84 9.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 10.1%	94 10.1%	103 11.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	15 1.6%	13 1.4%	17 1.8%
SUNDAY STAR TIMES	53 5.7%	59 6.3%	60 6.6%

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,268	1,263	1,238
SAMPLE SIZE 15+	3,152	3,108	3,110

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE NEW ZEALAND HERALD	309 24.4%	312 24.7%	300 24.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	29 2.3%	28 2.2%	30 2.4%
SUNDAY STAR TIMES	62 4.9%	63 5.0%	67 5.4%
HERALD ON SUNDAY	204 16.1%	210 16.6%	212 17.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
STUFF SUBURBAN GROUP (COMB AIR)	423 33.4%	436 34.5%	471 38.0%

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
STUFF SUBURBAN GROUP (WC)	475 37.4%	486 38.5%	510 41.2%
RODNEY TIMES	27 2.1%	27 2.1%	29 2.3%
CENTRAL LEADER	70 5.5%	69 5.5%	74 6.0%
EAST & BAYS COURIER	37 2.9%	41 3.2%	46 3.7%
EASTERN COURIER	67 5.3%	69 5.5%	65 5.2%
MANUKAU COURIER	100 7.9%	103 8.2%	96 7.8%
NORTH HARBOUR NEWS	11 0.9%	10 0.8%	13 1.1%
NOR-WEST NEWS	9 0.7%	9 0.7%	9 0.8%
NORTH SHORE TIMES	61 4.8%	66 5.3%	84 6.8%
PAPAKURA COURIER	20 1.6%	19 1.5%	24 1.9%
WESTERN LEADER	85 6.7%	84 6.6%	97 7.8%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	153	145	153
SAMPLE SIZE 15+	546	556	556

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE NEW ZEALAND HERALD	16 10.2%	15 10.0%	15 10.1%
WAIKATO TIMES	25 16.0%	22 15.4%	24 15.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	3 1.7%	2 1.6%	2 1.5%
SUNDAY STAR TIMES	5 3.3%	4 2.7%	8 5.2%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
HAMILTON PRESS	47 30.5%	42 28.9%	54 35.3%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	339	339	334
SAMPLE SIZE 15+	880	859	910

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE DOMINION POST	82 24.1%	81 24.0%	89 26.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	4 1.1%	4 1.3%	5 1.5%
SUNDAY STAR TIMES	24 7.1%	25 7.4%	28 8.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	111 32.8%	105 30.9%	111 33.3%
THE HUTT NEWS	55 16.2%	50 14.8%	58 17.5%



## NEWSPAPER REPORT - WELLINGTON

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
KAPI-MANA NEWS	36 10.7%	34 10.2%	40 12.0%
UPPER HUTT LEADER	24 7.2%	24 7.1%	22 6.6%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	335	334	329
SAMPLE SIZE 15+	962	965	972

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE PRESS	78 23.4%	86 25.7%	103 31.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	8 2.3%	6 1.9%	6 1.7%
SUNDAY STAR TIMES	27 8.1%	29 8.7%	25 7.5%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE STAR (CHRISTCHURCH)	84 25.2%	82 24.6%	72 21.8%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	515	515	503
SAMPLE SIZE 15+	1,300	1,302	1,309

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE STAR MAX CIRC (AIR)	158 30.7%	157 30.5%	151 30.0%
BAY HARBOUR NEWS	12 2.4%	10 2.0%	11 2.1%
NORTH CANTERBURY NEWS	42 8.1%	46 8.9%	45 9.0%
SELWYN TIMES	30 5.8%	28 5.5%	32 6.4%

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s) (TOTAL 15+):	104	103	99
SAMPLE SIZE 15+	357	343	332

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
OTAGO DAILY TIMES	43 41.4%	44 42.7%	37 37.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
SUNDAY NEWS	1 1.0%	2 1.7%	2 1.9%
SUNDAY STAR TIMES	5 5.1%	6 6.1%	7 7.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
THE STAR (DUNEDIN)	47 45.3%	45 43.5%	