



# Nielsen National Readership Report

Newspaper Toplines

Q3 2023 - Q2 2024

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q3 2023 - Q2 2024

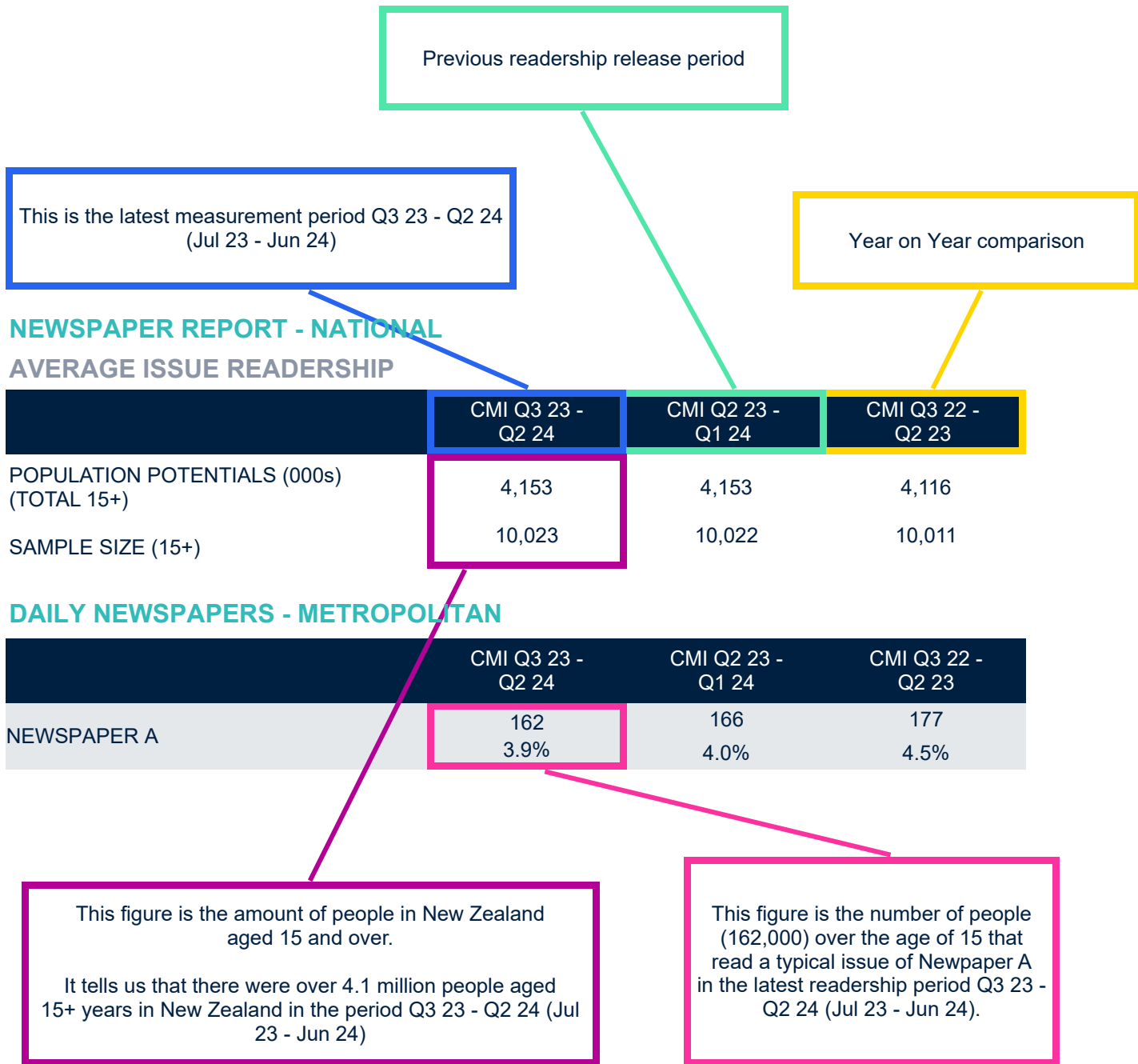
## EMBARGO

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday, September 05 2024

## 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 via [nzmediahelpdesk@nielsen.com](mailto:nzmediahelpdesk@nielsen.com).

# 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

## Q3 23 - Q2 24

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,253	4,253	4,158
SAMPLE SIZE 15+	10,008	10,005	10,002

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE NEW ZEALAND HERALD	521 12.2%	535 12.6%	545 13.1%
WAIKATO TIMES	45 1.1%	48 1.1%	58 1.4%
THE POST	111 2.6%	116 2.7%	128 3.1%
THE PRESS	90 2.1%	97 2.3%	113 2.7%
OTAGO DAILY TIMES	80 1.9%	81 1.9%	95 2.3%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
ALL DAILIES	982 23.1%	1,011 23.8%	1,090 26.2%
ALL METROPOLITANS	779 18.3%	802 18.9%	846 20.4%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	279 6.6%	284 6.7%	330 7.9%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
ALL DAILIES (WEEKLY COVERAGE)	1,825 42.9%	1,865 43.8%	1,963 47.2%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,517 35.7%	1,532 36.0%	1,590 38.2%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	587 13.8%	598 14.1%	672 16.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	126 3.0%	129 3.0%	133 3.2%
SUNDAY STAR TIMES	178 4.2%	176 4.1%	198 4.8%
HERALD ON SUNDAY	313 7.4%	320 7.5%	291 7.0%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
FISHING AND OUTDOORS	295 6.9%	295 6.9%	292 7.0%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
DRIVEN CAR GUIDE (UNDUPLICATED)	175 4.1%	182 4.3%	181 4.3%
CANVAS/WEEKEND (UNDUPLICATED)	277 6.5%	279 6.6%	290 7.0%
SUNDAY (UNDUPLICATED)	220 5.2%	227 5.3%	251 6.0%
RESET/TRAVEL (UNDUPLICATED)	172 4.1%	180 4.2%	174 4.2%
TIMEOUT (UNDUPLICATED)	296 7.0%	301 7.1%	303 7.3%
TRAVEL (UNDUPLICATED)	408 9.6%	414 9.7%	398 9.6%
VIVA (UNDUPLICATED)	222 5.2%	223 5.2%	240 5.8%
YOUR WEEKEND (UNDUPLICATED)	273 6.4%	292 6.9%	319 7.7%

## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,332	2,332	2,274
SAMPLE SIZE 15+	5,383	5,372	5,457

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE NEW ZEALAND HERALD	464 19.9%	482 20.7%	492 21.6%
WAIKATO TIMES	45 1.9%	47 2.0%	58 2.5%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	69 2.9%	71 3.1%	88 3.9%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	82 3.5%	78 3.3%	81 3.5%
SUNDAY STAR TIMES	80 3.4%	76 3.3%	83 3.6%
HERALD ON SUNDAY	284 12.2%	290 12.4%	264 11.6%



## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	901	901	887
SAMPLE SIZE 15+	2,185	2,178	2,167

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE POST	90 10.0%	94 10.4%	103 11.6%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	87 9.7%	82 9.1%	94 10.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	21 2.4%	24 2.6%	28 3.1%
SUNDAY STAR TIMES	40 4.5%	38 4.2%	47 5.3%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,020	1,020	997
SAMPLE SIZE 15+	2,440	2,455	2,378

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE PRESS	90 8.8%	97 9.5%	113 11.4%
OTAGO DAILY TIMES	80 7.8%	81 7.9%	95 9.5%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	79 7.7%	84 8.2%	91 9.2%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	23 2.2%	28 2.7%	24 2.4%
SUNDAY STAR TIMES	58 5.7%	62 6.1%	68 6.8%

## NEWSPAPER REPORT - AUCKLAND METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,256	1,260	1,262
SAMPLE SIZE 15+	2,905	2,927	3,065

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE NEW ZEALAND HERALD	296 23.6%	306 24.3%	326 25.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	50 4.0%	48 3.8%	49 3.9%
SUNDAY STAR TIMES	47 3.8%	44 3.5%	52 4.1%
HERALD ON SUNDAY	188 15.0%	184 14.6%	183 14.5%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
RODNEY TIMES	37 3.0%	43 3.4%	42 3.4%
CENTRAL LEADER	54 4.3%	55 4.4%	53 4.2%

# NEWSPAPER REPORT - AUCKLAND METROPOLITAN

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
EAST & BAYS COURIER	26 2.1%	23 1.8%	25 2.0%
EASTERN COURIER	55 4.4%	54 4.3%	66 5.2%
MANUKAU COURIER	93 7.4%	100 7.9%	109 8.6%
NORTH HARBOUR NEWS	12 1.0%	10 0.8%	22 1.8%
NOR-WEST NEWS	8 0.6%	7 0.5%	9 0.7%
NORTH SHORE TIMES	58 4.6%	60 4.8%	76 6.0%
PAPAKURA COURIER	30 2.4%	29 2.3%	44 3.5%
WESTERN LEADER	60 4.8%	59 4.7%	89 7.0%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	176	177	178
SAMPLE SIZE 15+	527	520	468

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE NEW ZEALAND HERALD	22 12.5%	22 12.7%	24 13.6%
WAIKATO TIMES	20 11.5%	22 12.7%	28 16.0%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	5 2.8%	5 3.1%	7 3.7%
SUNDAY STAR TIMES	4 2.5%	5 3.0%	6 3.3%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
HAMILTON PRESS	43 24.7%	48 27.1%	60 33.6%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	361	361	356
SAMPLE SIZE 15+	885	892	865

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE POST	58 16.1%	59 16.3%	65 18.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	10 2.7%	9 2.6%	12 3.5%
SUNDAY STAR TIMES	21 5.7%	20 5.6%	24 6.9%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE HUTT NEWS	48 13.2%	47 12.9%	59 16.6%
KAPI-MANA NEWS	35 9.7%	33 9.3%	32 9.0%
UPPER HUTT LEADER	26 7.2%	29 7.9%	31 8.7%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	345	344	338
SAMPLE SIZE 15+	912	924	892

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE PRESS	56 16.3%	63 18.2%	70 20.7%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	11 3.3%	11 3.3%	11 3.4%
SUNDAY STAR TIMES	25 7.3%	29 8.4%	27 8.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE STAR (CHRISTCHURCH)	87 25.1%	83 24.0%	83 24.7%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	552	552	541
SAMPLE SIZE 15+	1,325	1,336	1,285

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
BAY HARBOUR NEWS	11 2.1%	13 2.4%	13 2.5%
SELWYN TIMES	43 7.7%	42 7.7%	39 7.2%
NORTH CANTERBURY NEWS	42 7.6%	43 7.8%	57 10.5%



## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	123	118	106
SAMPLE SIZE 15+	345	340	339

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
OTAGO DAILY TIMES	42 33.8%	36 30.5%	40 37.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
SUNDAY NEWS	3 2.4%	4 3.0%	4 3.4%
SUNDAY STAR TIMES	4 3.1%	5 4.1%	10 9.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
THE STAR (DUNEDIN)	38 30.7%	40 33.7%	40 37.6%