



# Nielsen National Readership Report

Newspaper Toplines

Q1 2024 - Q4 2024

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q1 2024 - Q4 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, March 6 2025

## FURTHER INFORMATION

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Customer Experience team via [nzmediahelpdesk@nielsen.com](mailto:nzmediahelpdesk@nielsen.com).

# HOW TO READ THIS DOCUMENT



## NEWSPAPER REPORT - NATIONAL AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+)	4,153	4,153	4,116
SAMPLE SIZE (15+)	10,023	10,022	10,011

## DAILY NEWSPAPERS - METROPOLITAN

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
NEWSPAPER A	162 3.9%	166 4.0%	177 4.5%

This figure is the amount of people in New Zealand aged 15 and over.

It tells us that there were over 4.1 million people aged 15+ years in New Zealand in the period Q1 24 - Q4 24 (Jan 24 - Dec 24)

This figure is the number of people (162,000) over the age of 15 that read a typical issue of Newspaper A in the latest readership period Q1 24 - Q4 24 (Jan 24 - Dec 24).

\*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

## Q1 24 - Q4 24

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,253	4,253	4,158
SAMPLE SIZE 15+	10,003	10,007	10,003

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE NEW ZEALAND HERALD	499 11.7%	513 12.1%	531 12.8%
WAIKATO TIMES	49 1.1%	49 1.2%	50 1.2%
THE POST	113 2.7%	113 2.6%	117 2.8%
THE PRESS	90 2.1%	91 2.1%	101 2.4%
OTAGO DAILY TIMES	85 2.0%	87 2.1%	85 2.0%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
ALL DAILIES	962 22.6%	980 23.0%	1,030 24.8%
ALL METROPOLITANS	761 17.9%	777 18.3%	806 19.4%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	280 6.6%	281 6.6%	303 7.3%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
ALL DAILIES (WEEKLY COVERAGE)	1,828 43.0%	1,824 42.9%	1,889 45.4%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,516 35.6%	1,517 35.7%	1,545 37.2%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	582 13.7%	585 13.8%	628 15.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	180 4.2%	178 4.2%	181 4.4%
HERALD ON SUNDAY	302 7.1%	311 7.3%	308 7.4%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
FISHING AND OUTDOORS	256 6.0%	285 6.7%	292 7.0%

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
DRIVEN CAR GUIDE (UNDUPLICATED)	155 3.7%	164 3.8%	185 4.5%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
CANVAS/WEEKEND (UNDUPLICATED)	251 5.9%	263 6.2%	285 6.9%
SUNDAY (UNDUPLICATED)	183 4.3%	208 4.9%	247 5.9%
TRAVEL/RESET ON SUNDAY (UNDUPLICATED)	182 4.3%	182 4.3%	181 4.4%
TIMEOUT (UNDUPLICATED)	269 6.3%	285 6.7%	311 7.5%
TRAVEL (UNDUPLICATED)	406 9.5%	409 9.6%	405 9.7%
VIVA (UNDUPLICATED)	208 4.9%	219 5.2%	226 5.4%
YOUR WEEKEND (UNDUPLICATED)	248 5.8%	280 6.6%	299 7.2%

## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,332	2,332	2,275
SAMPLE SIZE 15+	5,492	5,436	5,412

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE NEW ZEALAND HERALD	438 18.8%	450 19.3%	478 21.0%
WAIKATO TIMES	48 2.1%	49 2.1%	50 2.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	70 3.0%	70 3.0%	80 3.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	75 3.2%	81 3.5%	78 3.4%
HERALD ON SUNDAY	275 11.8%	278 11.9%	280 12.3%



## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	901	901	887
SAMPLE SIZE 15+	2,127	2,159	2,175

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE POST	90 10.0%	90 10.0%	95 10.7%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	84 9.3%	86 9.6%	84 9.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	44 4.9%	40 4.5%	40 4.5%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,020	1,020	997
SAMPLE SIZE 15+	2,384	2,412	2,416

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE PRESS	90 8.9%	91 8.9%	101 10.1%
OTAGO DAILY TIMES	85 8.3%	87 8.6%	85 8.5%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	78 7.6%	77 7.5%	91 9.1%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	61 6.0%	56 5.5%	63 6.3%

## NEWSPAPER REPORT - AUCKLAND METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,250	1,253	1,222
SAMPLE SIZE 15+	2,994	2,961	2,979

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE NEW ZEALAND HERALD	283 22.7%	283 22.6%	306 25.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	46 3.7%	46 3.6%	42 3.4%
HERALD ON SUNDAY	188 15.1%	183 14.6%	178 14.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
RODNEY TIMES	33 2.6%	35 2.8%	39 3.2%
CENTRAL LEADER	48 3.8%	52 4.2%	55 4.5%
EASTERN BAYS COURIER	62 5.0%	72 5.8%	

# NEWSPAPER REPORT - AUCKLAND METROPOLITAN

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
MANUKAU & PAPAURA COURIER	106 8.5%	107 8.5%	
NORTH SHORE TIMES	59 4.7%	60 4.8%	61 5.0%
WESTERN LEADER	66 5.3%	61 4.9%	66 5.4%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	176	176	171
SAMPLE SIZE 15+	498	515	520

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE NEW ZEALAND HERALD	23 13.2%	22 12.5%	21 12.3%
WAIKATO TIMES	20 11.6%	20 11.2%	22 13.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	6 3.2%	7 3.7%	6 3.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE WAIKATO LOCAL	30 17.1%	36 20.7%	

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	361	361	354
SAMPLE SIZE 15+	836	871	872

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE POST	57 15.8%	58 16.2%	59 16.7%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	18 5.1%	20 5.6%	20 5.7%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE HUTT NEWS	65 17.9%	69 19.1%	
KAPI-MANA NEWS	31 8.6%	35 9.6%	29 8.2%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	345	344	332
SAMPLE SIZE 15+	861	918	920

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE PRESS	53 15.3%	54 15.7%	63 19.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	29 8.3%	26 7.5%	25 7.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE STAR (CHRISTCHURCH)	86 25.0%	83 24.0%	82 24.8%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	552	552	541
SAMPLE SIZE 15+	1,268	1,312	1,321

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE STAR (CHRISTCHURCH)	98 17.8%	95 17.3%	94 17.3%
BAY HARBOUR NEWS	9 1.7%	10 1.9%	12 2.3%
SELWYN TIMES	44 8.0%	42 7.6%	45 8.3%
NORTH CANTERBURY NEWS	40 7.3%	44 8.0%	46 8.6%



## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s) (TOTAL 15+):	127	121	112
SAMPLE SIZE 15+	339	330	346

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
OTAGO DAILY TIMES	39 31.1%	38 31.3%	40 35.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
SUNDAY STAR TIMES	6 4.9%	5 4.4%	7 6.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
THE STAR (DUNEDIN)	32 25.1%	36 29.6%	41 36.5%