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AN UNCOMMON SENSE
OF THE CONSUMER™

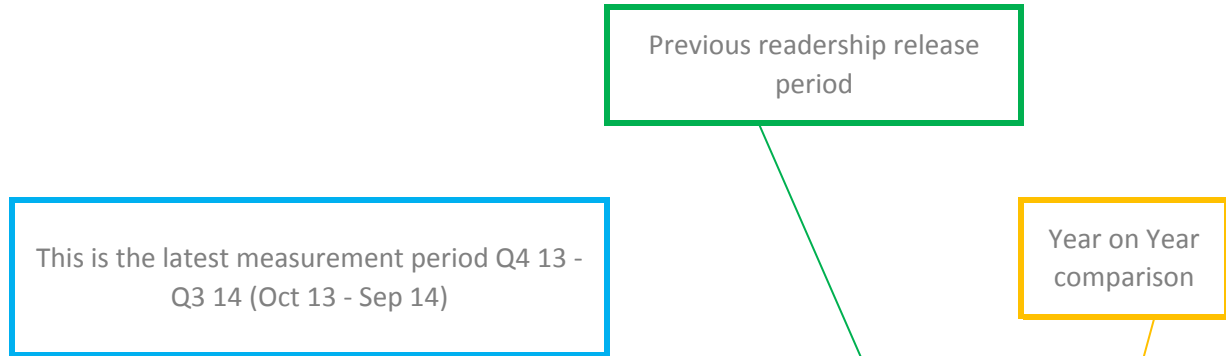
NIELSEN NATIONAL READERSHIP SURVEY

Q4 2013 – Q3 2014

NEWSPAPER COMPARATIVES



HOW TO READ THIS DOCUMENT



NEWSPAPER REPORT - NATIONAL

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,579	3,579	3,540
SAMPLE SIZE (15+)	11,405	11,395	11,408

DAILY NEWSPAPERS – METROPOLITAN

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
NEWSPAPER A	190 5.3%	197 5.5%	213 6.0%

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

It tells us that there were 3.5 million people in New Zealand in the period Q4 13 - Q3 14 (Oct 13 - Sep 14)

This figure is the number of people (190,000) over the age of 15 that read a typical issue of Newspaper A in the latest readership period Q4 13 – Q3 14.

*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.

For more information on these definitions please contact Nielsen.

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,579	3,579	3,540
SAMPLE SIZE (15+)	11,405	11,395	11,408

DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE NZ HERALD	451 12.6%	470 13.1%	487 13.8%
WAIKATO TIMES	82 2.3%	87 2.4%	81 2.3%
THE DOMINION POST	190 5.3%	197 5.5%	213 6.0%
THE PRESS	183 5.1%	189 5.3%	196 5.5%
OTAGO DAILY TIMES	86 2.4%	83 2.3%	97 2.8%

DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
ALL DAILIES	1,287 36.0%	1,334 37.3%	1,411 39.8%
ALL METROPOLITANS	894 25.0%	922 25.8%	971 27.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	497 13.9%	521 14.5%	554 15.6%
ALL DAILIES (WEEKLY COVERAGE)	2,074 58.0%	2,161 60.4%	2,243 63.4%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,564 43.7%	1,631 45.6%	1,689 47.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	796 22.2%	835 23.3%	869 24.6%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	157 4.4%	167 4.7%	183 5.2%
SUNDAY STAR TIMES	367 10.2%	367 10.3%	398 11.2%
HERALD ON SUNDAY	329 9.2%	349 9.7%	369 10.4%
NATIONAL BUSINESS REVIEW	36 1.0%	37 1.0%	44 1.3%

FORTNIGHTLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
DAIRY NEWS	72 2.0%	58 1.6%	59 1.7%
RURAL NEWS	195 5.4%	201 5.6%	180 5.1%
OTAGO SOUTHLAND FARMER	47 1.3%	48 1.3%	36 1.0%

MONTHLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
CENTRAL DISTRICTS FARMER	34 1.0%	32 0.9%	
WAIKATO TIMES FARMER	35 1.0%	40 1.1%	41 1.2%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
CANVAS (UNDUPLICATED)	347 9.7%	374 10.5%	412 11.6%
SUNDAY (UNDUPLICATED)	330 9.2%	334 9.3%	345 9.7%
TIMEOUT (UNDUPLICATED)	355 9.9%	374 10.5%	407 11.5%
VIVA (UNDUPLICATED)	278 7.8%	281 7.8%	313 8.8%
YOUR WEEKEND (UNDUPLICATED)	384 10.7%	393 11.0%	394 11.1%
TRAVEL (UNDUPLICATED)	303 8.5%	311 8.7%	336 9.5%
THE BUSINESS (UNDUPLICATED)	318 8.9%	319 8.9%	351 9.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	48 1.3%	48 1.3%	59 1.7%
WEEKEND MAGAZINE (UNDUPLICATED)	356 9.9%	378 10.6%	414 11.7%
LIVING (UNDUPLICATED)	266 7.4%	277 7.7%	304 8.6%
ELEMENT (UNDUPLICATED)	127 3.5%	129 3.6%	136 3.8%
BITE (UNDUPLICATED)	214 6.0%	214 6.0%	206 5.8%

NEWSPAPER REPORT - NORTHERN

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,936	1,936	1,911
SAMPLE SIZE (15+)	5,987	5,968	5,948

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE NZ HERALD	434 22.4%	451 23.3%	467 24.4%
WAIKATO TIMES	82 4.3%	87 4.5%	81 4.2%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 5.0%	103 5.3%	124 6.5%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	100 5.2%	110 5.7%	123 6.4%
SUNDAY STAR TIMES	189 9.8%	188 9.7%	187 9.8%
HERALD ON SUNDAY	306 15.8%	322 16.6%	346 18.1%

NEWSPAPER REPORT - CENTRAL

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (TOTAL 15+):	784	784	779
SAMPLE SIZE (15+)	2,602	2,614	2,601

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE DOMINION POST	177 22.5%	183 23.3%	192 24.6%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	156 19.9%	160 20.4%	175 22.5%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	28 3.5%	30 3.9%	27 3.5%
SUNDAY STAR TIMES	80 10.2%	88 11.2%	101 12.9%

NEWSPAPER REPORT - SOUTHERN

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	859	859	850
SAMPLE SIZE (15+)	2,816	2,813	2,859

DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE PRESS	183 21.3%	189 22.0%	196 23.1%
OTAGO DAILY TIMES	86 10.1%	83 9.7%	97 11.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	163 19.0%	172 20.0%	175 20.6%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	30 3.5%	27 3.1%	32 3.8%
SUNDAY STAR TIMES	98 11.4%	91 10.6%	110 13.0%

NEWSPAPER REPORT - AUCKLAND

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,129	1,129	1,109
SAMPLE SIZE (15+)	3,383	3,377	3,353

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE NZ HERALD	314 27.9%	324 28.7%	334 30.1%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	69 6.1%	71 6.2%	79 7.1%
SUNDAY STAR TIMES	140 12.4%	137 12.1%	138 12.5%
HERALD ON SUNDAY	221 19.6%	233 20.6%	242 21.8%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI	CMI	CMI
	Q4 13 – Q3 14	Q3 13 – Q2 14	Q4 12 – Q3 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	579 51.3%	577 51.1%	603 54.4%
FAIRFAX SUBURBAN GROUP (WC)	699 61.9%	704 62.4%	731 65.9%
RODNEY TIMES	37 3.2%	39 3.4%	38 3.4%
AUCKLAND CITY HARBOUR NEWS	14 1.2%	14 1.2%	13 1.2%
CENTRAL LEADER	80 7.1%	82 7.2%	94 8.5%
EAST & BAYS COURIER	59 5.2%	66 5.8%	64 5.8%
EASTERN COURIER	71 6.3%	71 6.2%	65 5.9%
MANUKAU COURIER	141 12.5%	141 12.5%	136 12.3%
NORTH HARBOUR NEWS	19 1.7%	18 1.6%	19 1.7%
NOR-WEST NEWS	9 0.8%	10 0.9%	7 0.7%
NORTH SHORE TIMES	100 8.8%	105 9.3%	114 10.3%
PAPAKURA COURIER	54 4.8%	50 4.5%	45 4.1%
WESTERN LEADER	99 8.8%	90 7.9%	116 10.5%

NATIONAL FIGURES - AUCKLAND COMMUNITIES:

Average Issue Readership

	CMI	CMI	CMI
	Q4 13 – Q3 14	Q3 13 – Q2 14	Q4 12 – Q3 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	583 16.3%	582 16.3%	626 17.7%
FAIRFAX SUBURBAN GROUP (WC)	704 19.7%	710 19.8%	756 21.4%
RODNEY TIMES	62 1.7%	64 1.8%	67 1.9%
FRANKLIN COUNTY NEWS	54 1.5%	51 1.4%	35 1.0%
NOR-WEST NEWS	9 0.2%	16 0.4%	27 0.8%

NEWSPAPER REPORT - HAMILTON

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	140	140	138
SAMPLE SIZE (15+)	618	614	596

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE NZ HERALD	16 11.6%	15 10.9%	18 12.7%
WAIKATO TIMES	41 29.5%	42 30.0%	44 32.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	4 2.8%	5 3.6%	7 5.2%
SUNDAY STAR TIMES	9 6.3%	8 5.5%	13 9.3%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
HAMILTON PRESS	68 48.5%	70 50.0%	80 58.1%
HAMILTON NEWS	49 34.9%	48 34.0%	52 37.6%

NEWSPAPER REPORT - WELLINGTON

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	321	321	319
SAMPLE SIZE (15+)	1,046	1,032	1,043

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE DOMINION POST	108 33.8%	112 34.8%	121 38.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	7 2.2%	8 2.6%	8 2.5%
SUNDAY STAR TIMES	43 13.3%	43 13.5%	53 16.5%

COMMUNITY NEWSPAPERS

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
CENTRAL COMMUNITY NEWSPAPERS (WC)	185 57.6%	193 60.1%	187 58.6%
THE HUTT NEWS	70 21.7%	72 22.3%	66 20.9%
KAPI-MANA NEWS	40 12.5%	40 12.5%	34 10.8%
UPPER HUTT LEADER	34 10.4%	33 10.4%	30 9.4%
WELLINGTONIAN	64 19.9%	67 20.8%	73 23.0%

NEWSPAPER REPORT - CHRISTCHURCH

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	314	314	311
SAMPLE SIZE (15+)	1,140	1,148	1,181

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE PRESS	128 40.9%	133 42.4%	139 44.6%

WEEKLY NEWSPAPERS

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	9 2.7%	9 2.9%	18 5.9%
SUNDAY STAR TIMES	47 14.8%	44 14.0%	51 16.5%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE STAR (WEEKLY COVERAGE)	122 38.9%	129 41.1%	137 44.1%
THE STAR MIDWEEK	111 35.2%	117 37.4%	123 39.5%
THE STAR WEEKEND	93 29.7%	100 31.9%	106 34.2%
CHRISTCHURCH MAIL	133 42.4%	136 43.3%	133 42.7%

NEWSPAPER REPORT - DUNEDIN

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	102	102	101
SAMPLE SIZE (15+)	416	419	397

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
OTAGO DAILY TIMES	48 47.0%	49 47.9%	54 54.1%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
SUNDAY NEWS	2 1.5%	3 3.2%	4 4.3%
SUNDAY STAR TIMES	13 12.9%	14 13.9%	13 13.0%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q4 13 – Q3 14	CMI Q3 13 – Q2 14	CMI Q4 12 – Q3 13
THE STAR (DUNEDIN)	53 51.9%	53 52.1%	54 53.7%



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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