



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL READERSHIP SURVEY

Q2 2014 – Q1 2015

NEWSPAPER TOPLINES





ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2014 – Q1 2015

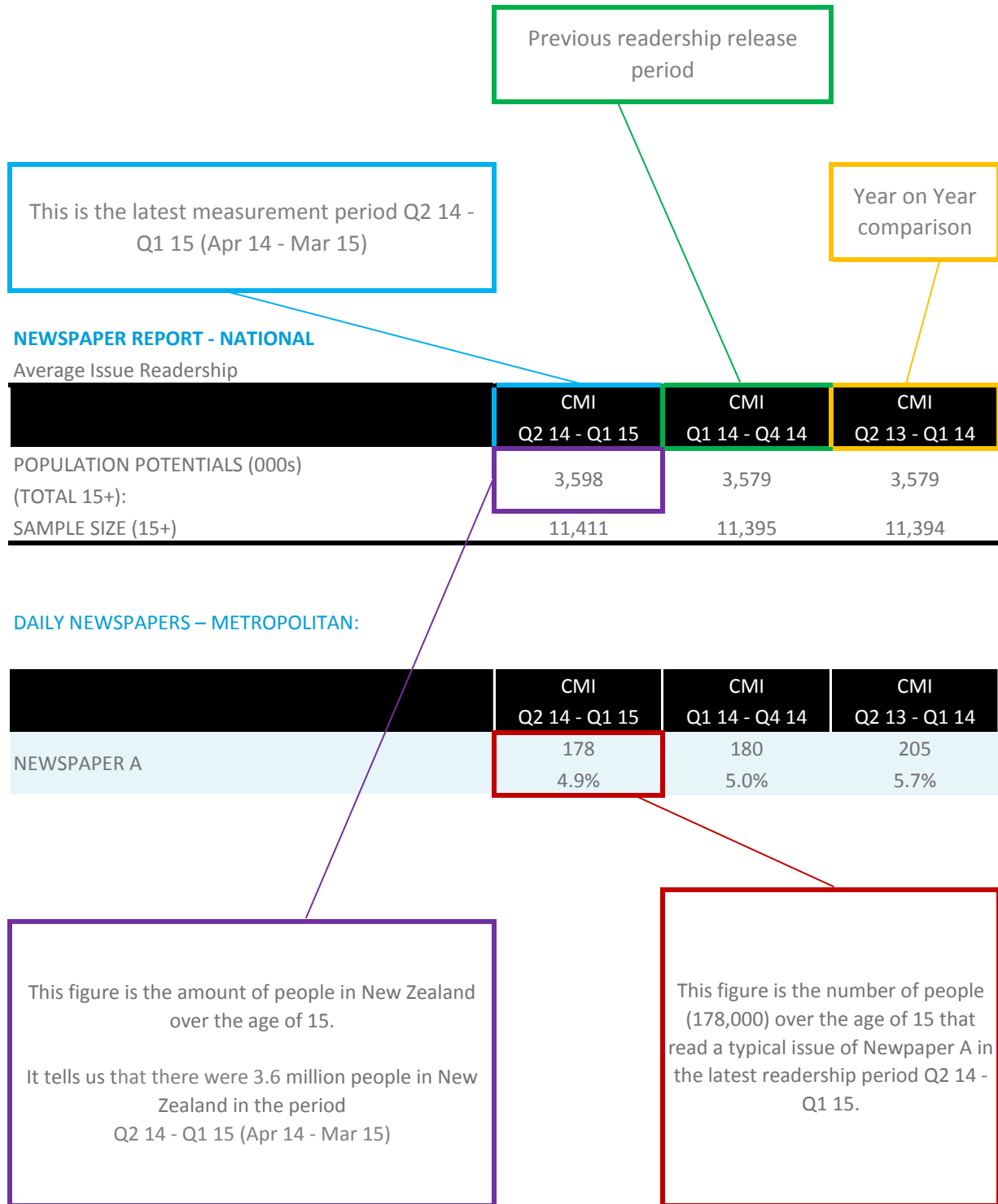
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Friday 12th June 2015.

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.

For more information on these definitions please contact Nielsen.



YEAR ON YEAR COMPARATIVES Q2 14 - Q1 15

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,598	3,579	3,579
SAMPLE SIZE (15+)	11,411	11,395	11,394

DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE NZ HERALD	425 11.8%	441 12.3%	480 13.4%
WAIKATO TIMES	68 1.9%	77 2.2%	87 2.4%
THE DOMINION POST	178 4.9%	180 5.0%	205 5.7%
THE PRESS	179 5.0%	182 5.1%	191 5.3%
OTAGO DAILY TIMES	89 2.5%	90 2.5%	90 2.5%

DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
ALL DAILIES	1,223 34.0%	1,255 35.1%	1,371 38.3%
ALL METROPOLITANS	854 23.7%	876 24.5%	944 26.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	475 13.2%	488 13.6%	539 15.1%
ALL DAILIES (WEEKLY COVERAGE)	1,988 55.2%	2,016 56.3%	2,190 61.2%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,491 41.4%	1,512 42.3%	1,643 45.9%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	783 21.8%	783 21.9%	850 23.7%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	142 3.9%	150 4.2%	178 5.0%
SUNDAY STAR TIMES	349 9.7%	359 10.0%	382 10.7%
HERALD ON SUNDAY	315 8.7%	319 8.9%	371 10.4%
NATIONAL BUSINESS REVIEW	32 0.9%	33 0.9%	42 1.2%

FORTNIGHTLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
DAIRY NEWS	65 1.8%	73 2.0%	58 1.6%
RURAL NEWS	181 5.0%	192 5.4%	199 5.6%
OTAGO SOUTHLAND FARMER	40 1.1%	44 1.2%	41 1.1%

MONTHLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
CENTRAL DISTRICTS FARMER	43 1.2%	43 1.2%	33 0.9%
WAIKATO TIMES FARMER	28 0.8%	36 1.0%	39 1.1%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
CANVAS (UNDUPLICATED)	302 8.4%	320 8.9%	388 10.8%
SUNDAY (UNDUPLICATED)	301 8.4%	322 9.0%	355 9.9%
TIMEOUT (UNDUPLICATED)	327 9.1%	344 9.6%	393 11.0%
VIVA (UNDUPLICATED)	257 7.1%	266 7.4%	300 8.4%
YOUR WEEKEND (UNDUPLICATED)	347 9.7%	356 10.0%	394 11.0%
TRAVEL (UNDUPLICATED)	280 7.8%	292 8.2%	327 9.1%
THE BUSINESS (UNDUPLICATED)	287 8.0%	297 8.3%	344 9.6%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	39 1.1%	44 1.2%	53 1.5%
WEEKEND MAGAZINE (UNDUPLICATED)	323 9.0%	341 9.5%	401 11.2%
LIVING (UNDUPLICATED)	247 6.9%	257 7.2%	293 8.2%
ELEMENT (UNDUPLICATED)	115 3.2%	121 3.4%	131 3.7%
BITE (UNDUPLICATED)	209 5.8%	210 5.9%	222 6.2%

NEWSPAPER REPORT - NORTHERN

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,948	1,936	1,936
SAMPLE SIZE (15+)	5,978	5,975	5,954

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE NZ HERALD	410 21.1%	424 21.9%	459 23.7%
WAIKATO TIMES	68 3.5%	77 4.0%	87 4.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	101 5.2%	99 5.1%	107 5.5%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	95 4.9%	100 5.1%	115 6.0%
SUNDAY STAR TIMES	180 9.2%	181 9.3%	190 9.8%
HERALD ON SUNDAY	297 15.3%	299 15.4%	345 17.8%

NEWSPAPER REPORT - CENTRAL

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (TOTAL 15+):	787	784	784
SAMPLE SIZE (15+)	2,587	2,602	2,619

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE DOMINION POST	162 20.6%	166 21.2%	189 24.1%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	150 19.1%	155 19.7%	169 21.6%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	21 2.7%	26 3.4%	32 4.1%
SUNDAY STAR TIMES	78 9.9%	81 10.3%	88 11.3%

NEWSPAPER REPORT - SOUTHERN

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	863	859	859
SAMPLE SIZE (15+)	2,846	2,818	2,821

DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE PRESS	179 20.7%	182 21.2%	191 22.2%
OTAGO DAILY TIMES	89 10.3%	90 10.4%	90 10.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	156 18.0%	158 18.4%	178 20.7%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	26 3.0%	24 2.8%	30 3.5%
SUNDAY STAR TIMES	92 10.6%	97 11.3%	104 12.1%

NEWSPAPER REPORT - AUCKLAND

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,123	1,129	1,129
SAMPLE SIZE (15+)	3,381	3,387	3,369

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE NZ HERALD	291 25.9%	310 27.4%	330 29.2%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	59 5.3%	68 6.0%	78 6.9%
SUNDAY STAR TIMES	122 10.8%	133 11.8%	143 12.6%
HERALD ON SUNDAY	201 17.9%	215 19.1%	243 21.5%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	548 48.8%	573 50.8%	598 53.0%
FAIRFAX SUBURBAN GROUP (WC)	661 58.8%	688 60.9%	735 65.1%
RODNEY TIMES	39 3.4%	40 3.6%	35 3.1%
AUCKLAND CITY HARBOUR NEWS	16 1.5%	16 1.4%	14 1.3%
CENTRAL LEADER	80 7.1%	83 7.3%	91 8.1%
EAST & BAYS COURIER	53 4.7%	56 5.0%	71 6.3%
EASTERN COURIER	73 6.5%	72 6.4%	76 6.7%
MANUKAU COURIER	121 10.8%	141 12.5%	139 12.3%
NORTH HARBOUR NEWS	20 1.8%	24 2.1%	16 1.4%
NOR-WEST NEWS	9 0.8%	9 0.8%	9 0.8%
NORTH SHORE TIMES	89 7.9%	91 8.1%	108 9.5%
PAPAKURA COURIER	50 4.4%	53 4.7%	48 4.2%
WESTERN LEADER	110 9.8%	105 9.3%	97 8.5%

NATIONAL FIGURES - AUCKLAND COMMUNITIES:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	558 15.5%	578 16.2%	613 17.1%
FAIRFAX SUBURBAN GROUP (WC)	673 18.7%	694 19.4%	751 21.0%
RODNEY TIMES	61 1.7%	61 1.7%	64 1.8%
FRANKLIN COUNTY NEWS	47 1.3%	59 1.7%	43 1.2%
NOR-WEST NEWS	14 0.4%	11 0.3%	23 0.7%

NEWSPAPER REPORT - HAMILTON

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	144	140	140
SAMPLE SIZE (15+)	619	622	602

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE NZ HERALD	16 11.3%	16 11.7%	15 10.5%
WAIKATO TIMES	36 25.1%	41 29.3%	44 31.1%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	6 3.9%	5 3.3%	6 4.4%
SUNDAY STAR TIMES	11 7.4%	12 8.6%	9 6.4%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
HAMILTON PRESS	66 45.5%	66 47.4%	72 51.4%
HAMILTON NEWS	45 31.3%	47 33.5%	48 34.3%

NEWSPAPER REPORT - WELLINGTON

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	317	321	321
SAMPLE SIZE (15+)	1,043	1,045	1,033

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE DOMINION POST	97 30.7%	101 31.5%	119 37.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	2 0.7%	5 1.6%	9 2.7%
SUNDAY STAR TIMES	41 12.8%	46 14.2%	45 14.0%

COMMUNITY NEWSPAPERS

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
CENTRAL COMMUNITY NEWSPAPERS (WC)	179 56.4%	185 57.7%	192 59.8%
THE HUTT NEWS	65 20.4%	66 20.6%	67 21.0%
KAPI-MANA NEWS	41 12.9%	42 13.0%	40 12.6%
UPPER HUTT LEADER	34 10.7%	34 10.6%	32 10.1%
WELLINGTONIAN	58 18.1%	64 19.9%	69 21.6%

NEWSPAPER REPORT - CHRISTCHURCH

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	309	314	314
SAMPLE SIZE (15+)	1,149	1,144	1,161

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE PRESS	121 39.1%	125 39.9%	134 42.6%

WEEKLY NEWSPAPERS

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	8 2.7%	8 2.7%	10 3.3%
SUNDAY STAR TIMES	46 15.0%	46 14.7%	46 14.6%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE STAR (AIR)	93 30.1%	97 31.1%	
THE STAR (WC)	115 37.3%	121 38.5%	
CHRISTCHURCH MAIL	126 40.7%	126 40.0%	128 40.9%

NEWSPAPER REPORT - DUNEDIN

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 15+):	98	102	102
SAMPLE SIZE (15+)	425	417	408

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
OTAGO DAILY TIMES	49 50.3%	51 50.6%	50 48.9%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
SUNDAY NEWS	2 2.4%	2 1.9%	3 2.7%
SUNDAY STAR TIMES	13 13.3%	14 14.0%	13 13.0%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
THE STAR (DUNEDIN)	48 49.4%	53 51.9%	52 51.0%



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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