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# NIELSEN NATIONAL READERSHIP

SURVEY Q2 2013 – Q1 2014

NEWSPAPERS COMPARATIVES



# NEWSPAPER TOPLINES

## NEWSPAPER REPORT - NATIONAL

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	3,579	3,540	3,540
SAMPLE SIZE (15+)	11,394	11,407	11,350

## DAILY NEWSPAPERS – METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE NZ HERALD	480 13.4%	475 13.4%	539 15.2%
WAIKATO TIMES	87 2.4%	80 2.3%	87 2.5%
THE DOMINION POST	205 5.7%	211 6.0%	234 6.6%
THE PRESS	191 5.3%	194 5.5%	209 5.9%
OTAGO DAILY TIMES	90 2.5%	94 2.7%	98 2.8%

## DAILY NEWSPAPERS - SUMMARY:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
ALL DAILIES	1,371 38.3%	1,379 39.0%	1,491 42.1%
ALL METROPOLITANS	944 26.4%	953 26.9%	1,048 29.6%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	539 15.1%	535 15.1%	574 16.2%
ALL DAILIES (WEEKLY COVERAGE)	2,190 61.2%	2,199 62.1%	2,336 66.0%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,643 45.9%	1,658 46.8%	1,796 50.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	850 23.7%	851 24.0%	904 25.5%

## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	178 5.0%	179 5.1%	203 5.7%
SUNDAY STAR TIMES	382 10.7%	400 11.3%	432 12.2%
HERALD ON SUNDAY	371 10.4%	382 10.8%	366 10.3%
NATIONAL BUSINESS REVIEW	42 1.2%	41 1.2%	51 1.4%

## FORTNIGHTLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
DAIRY NEWS	58 1.6%	54 1.5%	79 2.2%
RURAL NEWS	199 5.6%	188 5.3%	193 5.5%
OTAGO SOUTHLAND FARMER	41 1.1%	38 1.1%	31 0.9%

## MONTHLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
CENTRAL DISTRICTS FARMER	33 0.9%	28 0.8%	40 1.1%
WAIKATO TIMES FARMER	39 1.1%	33 0.9%	45 1.3%

## NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
CANVAS (UNDUPLICATED)	388 10.8%	413 11.7%	429 12.1%
SUNDAY (UNDUPLICATED)	355 9.9%	354 10.0%	367 10.4%
TIMEOUT (UNDUPLICATED)	393 11.0%	393 11.1%	454 12.8%
VIVA (UNDUPLICATED)	300 8.4%	303 8.6%	337 9.5%
YOUR WEEKEND (UNDUPLICATED)	394 11.0%	395 11.2%	422 11.9%
TRAVEL (UNDUPLICATED)	327 9.1%	334 9.4%	377 10.7%
THE BUSINESS (UNDUPLICATED)	344 9.6%	343 9.7%	364 10.3%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	53 1.5%	55 1.5%	61 1.7%
WEEKEND MAGAZINE (UNDUPLICATED)	401 11.2%	415 11.7%	422 11.9%
LIVING (UNDUPLICATED)	293 8.2%	307 8.7%	304 8.6%
ELEMENT (UNDUPLICATED)	131 3.7%	138 3.9%	145 4.1%
OUTDOORS (UNDUPLICATED)	161 4.5%	170 4.8%	
BITE (UNDUPLICATED)	222 6.2%	220 6.2%	

**NEWSPAPER REPORT - NORTHERN**

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	1,936	1,911	1,911
SAMPLE SIZE (15+)	5954	5944	5908

**DAILY NEWSPAPERS - METROPOLITAN:**

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE NZ HERALD	459 23.7%	455 23.8%	518 27.1%
WAIKATO TIMES	87 4.5%	80 4.2%	87 4.6%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	107 5.5%	112 5.9%	124 6.5%

**WEEKLY NEWSPAPERS:**

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	115 6.0%	116 6.1%	139 7.3%
SUNDAY STAR TIMES	190 9.8%	197 10.3%	220 11.5%
HERALD ON SUNDAY	345 17.8%	355 18.6%	346 18.1%

**NEWSPAPER REPORT - CENTRAL**

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	784	779	779
SAMPLE SIZE (15+)	2619	2605	2589

**DAILY NEWSPAPERS - METROPOLITAN:**

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE DOMINION POST	189 24.1%	191 24.6%	206 26.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	169 21.6%	172 22.1%	188 24.2%

## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	32 4.1%	28 3.6%	31 4.0%
SUNDAY STAR TIMES	88 11.3%	91 11.7%	105 13.4%

## NEWSPAPER REPORT - SOUTHERN

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	859	850	850
SAMPLE SIZE (15+)	2821	2858	2853

## DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE PRESS	191 22.2%	194 22.8%	209 24.6%
OTAGO DAILY TIMES	90 10.5%	94 11.0%	98 11.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	178 20.7%	173 20.3%	176 20.7%

## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	30 3.5%	35 4.1%	32 3.8%
SUNDAY STAR TIMES	104 12.1%	113 13.2%	107 12.6%

## NEWSPAPER REPORT - AUCKLAND

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	1,129	1,109	1,109
SAMPLE SIZE (15+)	3369	3360	3334

### DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE NZ HERALD	330 29.2%	322 29.0%	370 33.4%

### WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	78 6.9%	78 7.1%	101 9.1%
SUNDAY STAR TIMES	143 12.6%	145 13.1%	157 14.1%
HERALD ON SUNDAY	243 21.5%	252 22.7%	246 22.2%

### COMMUNITY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	598 53.0%	594 53.6%	670 60.4%
FAIRFAX SUBURBAN GROUP (WC)	735 65.1%	725 65.3%	786 70.9%
RODNEY TIMES	35 3.1%	32 2.9%	48 4.4%
AUCKLAND CITY HARBOUR NEWS	14 1.3%	14 1.3%	32 2.9%
CENTRAL LEADER	91 8.1%	97 8.8%	92 8.3%
EAST & BAYS COURIER	71 6.3%	67 6.0%	59 5.3%
EASTERN COURIER	76 6.7%	70 6.3%	62 5.6%
MANUKAU COURIER	139 12.3%	132 11.9%	153 13.8%
NORTH HARBOUR NEWS	16 1.4%	14 1.3%	34 3.1%
NOR-WEST NEWS	9 0.8%	9 0.8%	9 0.8%

#### COMMUNITY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
NORTH SHORE TIMES	108 9.5%	112 10.1%	126 11.4%
PAPAKURA COURIER	48 4.2%	48 4.3%	52 4.7%
WESTERN LEADER	97 8.5%	102 9.2%	142 12.8%

#### NATIONAL FIGURES - AUCKLAND COMMUNITIES:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	613 17.1%	612 17.3%	692 19.5%
FAIRFAX SUBURBAN GROUP (WC)	751 21.0%	743 21.0%	809 22.8%
RODNEY TIMES	64 1.8%	61 1.7%	83 2.4%
FRANKLIN COUNTY NEWS	43 1.2%	34 1.0%	50 1.4%
NOR-WEST NEWS	23 0.7%	25 0.7%	29 0.8%

#### NEWSPAPER REPORT - HAMILTON

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	140	138	138
SAMPLE SIZE (15+)	602	601	606

#### DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE NZ HERALD	15 10.5%	15 10.8%	23 16.4%
WAIKATO TIMES	44 31.1%	43 31.2%	50 36.4%



## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	6 4.4%	7 4.9%	6 4.1%
SUNDAY STAR TIMES	9 6.4%	10 7.1%	18 13.2%

## COMMUNITY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
HAMILTON PRESS	72 51.4%	76 55.3%	81 58.3%
HAMILTON NEWS	48 34.3%	48 34.7%	61 44.0%

## NEWSPAPER REPORT - WELLINGTON

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	321	319	319
SAMPLE SIZE (15+)	1033	1034	1041

## DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE DOMINION POST	119 37.0%	119 37.4%	130 40.9%

## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	9 2.7%	7 2.2%	9 2.9%
SUNDAY STAR TIMES	45 14.0%	47 14.6%	58 18.3%

### COMMUNITY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
CENTRAL COMMUNITY NEWSPAPERS (WEEKLY COVERAGE)	192 59.8%	189 59.4%	199 62.4%
THE INDEPENDENT HERALD	16 5.0%	13 4.1%	18 5.7%
COOK STRAIT NEWS	17 5.3%	16 5.1%	24 7.6%
THE HUTT NEWS	67 21.0%	69 21.7%	72 22.5%
KAPI-MANA NEWS	40 12.6%	38 12.0%	39 12.2%
UPPER HUTT LEADER	32 10.1%	29 9.0%	34 10.6%
WELLINGTONIAN	69 21.6%	71 22.2%	82 25.7%

### NEWSPAPER REPORT - CHRISTCHURCH

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	314	311	311
SAMPLE SIZE (15+)	1161	1173	1170

### DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE PRESS	134 42.6%	136 43.6%	147 47.2%

### WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	10 3.3%	13 4.3%	18 5.8%
SUNDAY STAR TIMES	46 14.6%	51 16.5%	50 16.2%

## COMMUNITY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE STAR (WEEKLY COVERAGE)	128 40.7%	134 43.0%	139 44.7%
THE STAR MIDWEEK	116 37.1%	120 38.6%	121 39.0%
THE STAR WEEKEND	98 31.1%	105 34.0%	105 33.8%
CHRISTCHURCH MAIL	128 40.9%	135 43.4%	124 39.9%

## NEWSPAPER REPORT - DUNEDIN

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 15+):	102	102	101
SAMPLE SIZE (15+)	408	410	404

## DAILY NEWSPAPERS - METROPOLITAN:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
OTAGO DAILY TIMES	50 48.9%	50 48.8%	55 54.4%

## WEEKLY NEWSPAPERS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
SUNDAY NEWS	3 2.7%	4 3.7%	3 3.4%
SUNDAY STAR TIMES	13 13.0%	12 11.8%	14 14.1%

## COMMUNITY NEWSPAPERS:

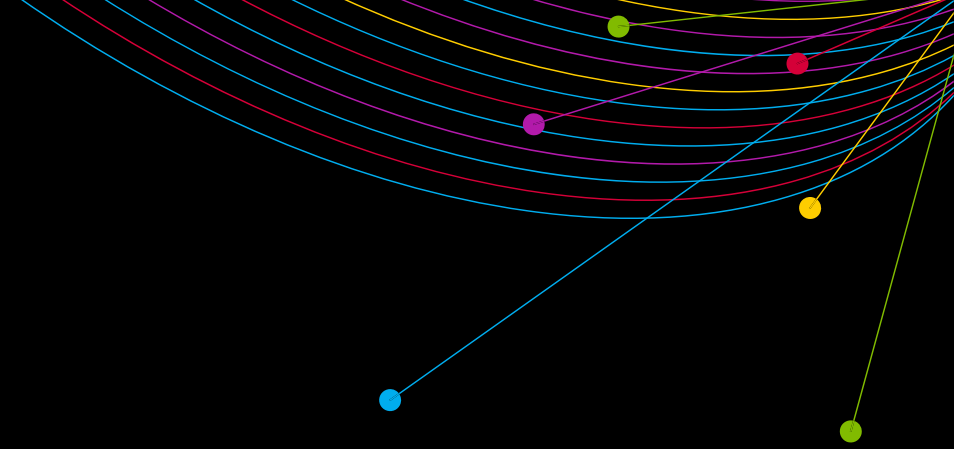
	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
THE STAR (DUNEDIN)	52 51.0%	51 50.5%	56 55.5%

## 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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