



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

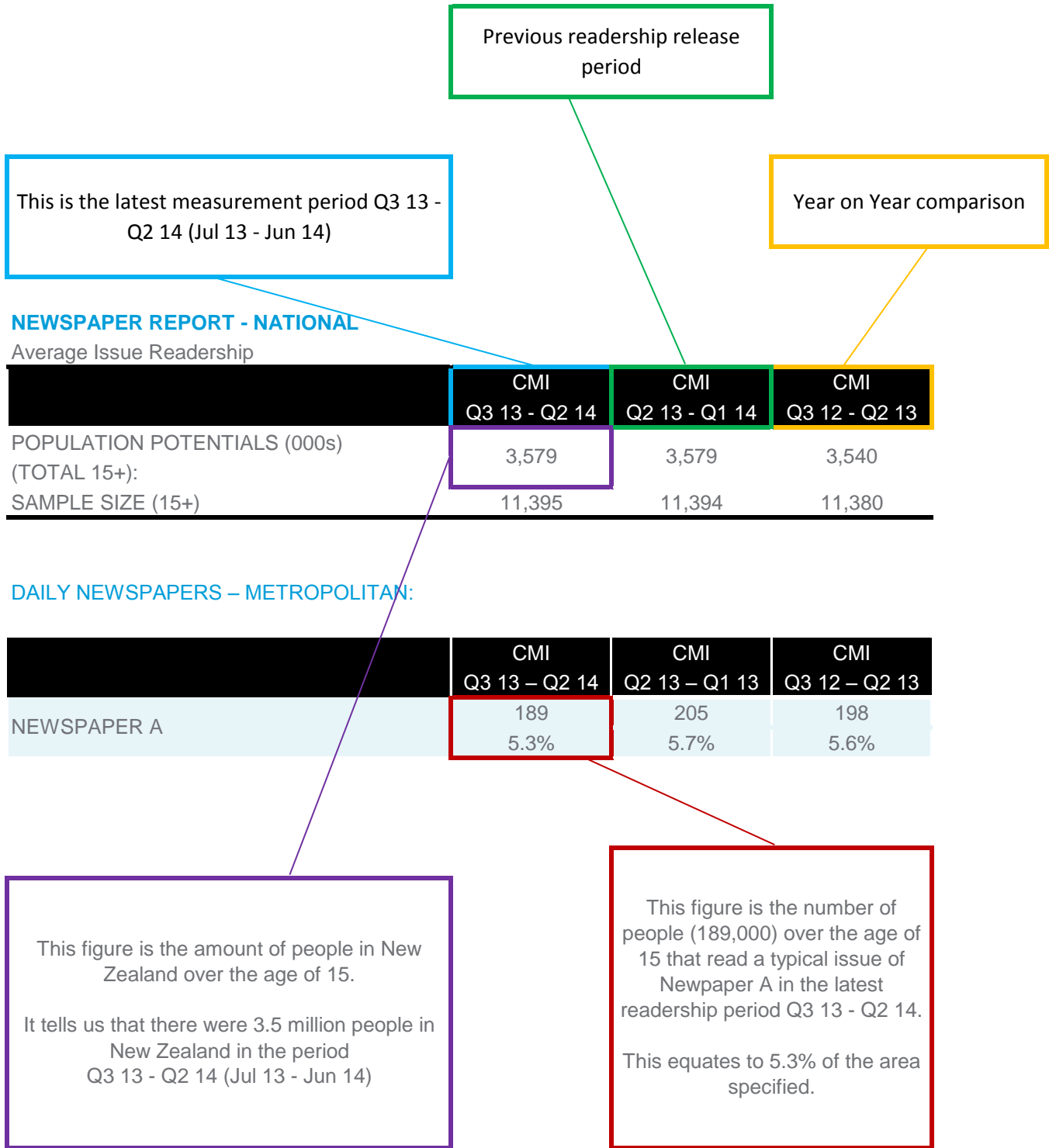
NIELSEN NATIONAL READERSHIP SURVEY

Q3 2013 – Q2 2014

NEWSPAPER COMPARATIVES



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 specific issues read over the past week.
For more information on these definitions please contact Nielsen.

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 3,579 | 3,579 | 3,540 |
| SAMPLE SIZE (15+) | 11,395 | 11,394 | 11,380 |

DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| THE NZ HERALD | 470 13.1% | 480 13.4% | 505 14.3% |
| WAIKATO TIMES | 87 2.4% | 87 2.4% | 83 2.3% |
| THE DOMINION POST | 197 5.5% | 205 5.7% | 218 6.2% |
| THE PRESS | 189 5.3% | 191 5.3% | 198 5.6% |
| OTAGO DAILY TIMES | 83 2.3% | 90 2.5% | 98 2.8% |

DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---|----------------------|----------------------|----------------------|
| ALL DAILIES | 1,334 37.3% | 1,371 38.3% | 1,424 40.2% |
| ALL METROPOLITANS | 922 25.8% | 944 26.4% | 993 28.0% |
| ALL REGIONAL DAILIES (INCL. WAIKATO TIMES) | 521 14.5% | 539 15.1% | 548 15.5% |
| ALL DAILIES (WEEKLY COVERAGE) | 2,161 60.4% | 2,190 61.2% | 2,264 64.0% |
| ALL METROPOLITANS (WEEKLY COVERAGE) | 1,631 45.6% | 1,643 45.9% | 1,719 48.5% |
| ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE) | 835 23.3% | 850 23.7% | 870 24.6% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--------------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 167 4.7% | 178 5.0% | 188 5.3% |
| SUNDAY STAR TIMES | 367 10.3% | 382 10.7% | 408 11.5% |
| HERALD ON SUNDAY | 349 9.7% | 371 10.4% | 365 10.3% |
| NATIONAL BUSINESS REVIEW | 37 1.0% | 42 1.2% | 49 1.4% |

FORTNIGHTLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|------------------------|----------------------|----------------------|----------------------|
| DAIRY NEWS | 58 1.6% | 58 1.6% | 65 1.8% |
| RURAL NEWS | 201 5.6% | 199 5.6% | 175 4.9% |
| OTAGO SOUTHLAND FARMER | 48 1.3% | 41 1.1% | 35 1.0% |

MONTHLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--------------------------|----------------------|----------------------|----------------------|
| CENTRAL DISTRICTS FARMER | 32 0.9% | 33 0.9% | |
| WAIKATO TIMES FARMER | 40 1.1% | 39 1.1% | 45 1.3% |

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| CANVAS (UNDUPLICATED) | 374 10.5% | 388 10.8% | 414 11.7% |
| SUNDAY (UNDUPLICATED) | 334 9.3% | 355 9.9% | 348 9.8% |
| TIMEOUT (UNDUPLICATED) | 374 10.5% | 393 11.0% | 430 12.1% |
| VIVA (UNDUPLICATED) | 281 7.8% | 300 8.4% | 319 9.0% |
| YOUR WEEKEND (UNDUPLICATED) | 393 11.0% | 394 11.0% | 397 11.2% |
| TRAVEL (UNDUPLICATED) | 311 8.7% | 327 9.1% | 354 10.0% |
| THE BUSINESS (UNDUPLICATED) | 319 8.9% | 344 9.6% | 364 10.3% |
| WAIKATO TIMES MOTORTIMES (UNDUPLICATED) | 48 1.3% | 53 1.5% | 63 1.8% |
| WEEKEND MAGAZINE (UNDUPLICATED) | 378 10.6% | 401 11.2% | 416 11.8% |
| LIVING (UNDUPLICATED) | 277 7.7% | 293 8.2% | 299 8.4% |
| ELEMENT (UNDUPLICATED) | 129 3.6% | 131 3.7% | 136 3.8% |
| OUTDOORS (UNDUPLICATED) | 154 4.3% | 161 4.5% | |
| BITE (UNDUPLICATED) | 214 6.0% | 222 6.2% | |

NEWSPAPER REPORT - NORTHERN

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 1,936 | 1,936 | 1,911 |
| SAMPLE SIZE (15+) | 5968 | 5954 | 5942 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---|----------------------|----------------------|----------------------|
| THE NZ HERALD | 451 23.3% | 459 23.7% | 487 25.5% |
| WAIKATO TIMES | 87 4.5% | 87 4.5% | 83 4.3% |
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 103 5.3% | 107 5.5% | 123 6.4% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 110 5.7% | 115 6.0% | 130 6.8% |
| SUNDAY STAR TIMES | 188 9.7% | 190 9.8% | 205 10.7% |
| HERALD ON SUNDAY | 322 16.6% | 345 17.8% | 345 18.1% |

NEWSPAPER REPORT - CENTRAL

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|------------------------------------|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (TOTAL 15+): | 784 | 784 | 779 |
| SAMPLE SIZE (15+) | 2614 | 2619 | 2588 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---|----------------------|----------------------|----------------------|
| THE DOMINION POST | 183 23.3% | 189 24.1% | 194 24.9% |
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 160 20.4% | 169 21.6% | 172 22.0% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 30 3.9% | 32 4.1% | 28 3.6% |
| SUNDAY STAR TIMES | 88 11.2% | 88 11.3% | 102 13.1% |

NEWSPAPER REPORT - SOUTHERN

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 859 | 859 | 850 |
| SAMPLE SIZE (15+) | 2813 | 2821 | 2850 |

DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---|----------------------|----------------------|----------------------|
| THE PRESS | 189 22.0% | 191 22.2% | 198 23.3% |
| OTAGO DAILY TIMES | 83 9.7% | 90 10.5% | 98 11.5% |
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 172 20.0% | 178 20.7% | 172 20.3% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 27 3.1% | 30 3.5% | 29 3.4% |
| SUNDAY STAR TIMES | 91 10.6% | 104 12.1% | 101 11.9% |

NEWSPAPER REPORT - AUCKLAND

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 1,129 | 1,129 | 1,109 |
| SAMPLE SIZE (15+) | 3377 | 3369 | 3341 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---------------|----------------------|----------------------|----------------------|
| THE NZ HERALD | 324 28.7% | 330 29.2% | 347 31.3% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 71 6.2% | 78 6.9% | 88 7.9% |
| SUNDAY STAR TIMES | 137 12.1% | 143 12.6% | 147 13.2% |
| HERALD ON SUNDAY | 233 20.6% | 243 21.5% | 242 21.9% |

COMMUNITY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---------------------------------------|----------------------|----------------------|----------------------|
| FAIRFAX SUBURBAN GROUP (COMBINED AIR) | 577 51.1% | 598 53.0% | 640 57.7% |
| FAIRFAX SUBURBAN GROUP (WC) | 704 62.4% | 735 65.1% | 756 68.2% |
| RODNEY TIMES | 39 3.4% | 35 3.1% | 42 3.8% |
| AUCKLAND CITY HARBOUR NEWS | 14 1.2% | 14 1.3% | 24 2.1% |
| CENTRAL LEADER | 82 7.2% | 91 8.1% | 93 8.3% |
| EAST & BAYS COURIER | 66 5.8% | 71 6.3% | 59 5.3% |
| EASTERN COURIER | 71 6.2% | 76 6.7% | 63 5.7% |
| MANUKAU COURIER | 141 12.5% | 139 12.3% | 141 12.7% |
| NORTH HARBOUR NEWS | 18 1.6% | 16 1.4% | 25 2.3% |
| NOR-WEST NEWS | 10 0.9% | 9 0.8% | 6 0.6% |
| NORTH SHORE TIMES | 105 9.3% | 108 9.5% | 121 10.9% |
| PAPAKURA COURIER | 50 4.5% | 48 4.2% | 50 4.5% |
| WESTERN LEADER | 90 7.9% | 97 8.5% | 137 12.4% |

NATIONAL FIGURES - AUCKLAND COMMUNITIES:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---------------------------------------|----------------------|----------------------|----------------------|
| FAIRFAX SUBURBAN GROUP (COMBINED AIR) | 582 16.3% | 613 17.1% | 665 18.8% |
| FAIRFAX SUBURBAN GROUP (WC) | 710 19.8% | 751 21.0% | 784 22.1% |
| RODNEY TIMES | 64 1.8% | 64 1.8% | 74 2.1% |
| FRANKLIN COUNTY NEWS | 51 1.4% | 43 1.2% | 45 1.3% |
| NOR-WEST NEWS | 16 0.4% | 23 0.7% | 29 0.8% |

NEWSPAPER REPORT - HAMILTON

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 140 | 140 | 138 |
| SAMPLE SIZE (15+) | 614 | 602 | 598 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|---------------|----------------------|----------------------|----------------------|
| THE NZ HERALD | 15 10.9% | 15 10.5% | 19 13.9% |
| WAIKATO TIMES | 42 30.0% | 44 31.1% | 45 32.6% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 5 3.6% | 6 4.4% | 5 3.9% |
| SUNDAY STAR TIMES | 8 5.5% | 9 6.4% | 16 11.2% |

COMMUNITY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|----------------|----------------------|----------------------|----------------------|
| HAMILTON PRESS | 70 50.0% | 72 51.4% | 80 58.0% |
| HAMILTON NEWS | 48 34.0% | 48 34.3% | 58 42.0% |

NEWSPAPER REPORT - WELLINGTON

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|------------------------------------|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (TOTAL 15+): | 321 | 321 | 319 |
| SAMPLE SIZE (15+) | 1032 | 1033 | 1050 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| THE DOMINION POST | 112 34.8% | 119 37.0% | 127 40.0% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 8 2.6% | 9 2.7% | 8 2.4% |
| SUNDAY STAR TIMES | 43 13.5% | 45 14.0% | 57 18.0% |

COMMUNITY NEWSPAPERS

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-----------------------------------|----------------------|----------------------|----------------------|
| CENTRAL COMMUNITY NEWSPAPERS (WC) | 193 60.1% | 192 59.8% | 192 60.3% |
| THE HUTT NEWS | 72 22.3% | 67 21.0% | 68 21.3% |
| KAPI-MANA NEWS | 40 12.5% | 40 12.6% | 36 11.3% |
| UPPER HUTT LEADER | 33 10.4% | 32 10.1% | 34 10.7% |
| WELLINGTONIAN | 67 20.8% | 69 21.6% | 78 24.3% |

NEWSPAPER REPORT - CHRISTCHURCH

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 314 | 311 | 311 |
| SAMPLE SIZE (15+) | 1148 | 1161 | 1167 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-----------|----------------------|----------------------|----------------------|
| THE PRESS | 133 42.4% | 134 42.6% | 137 44.0% |

WEEKLY NEWSPAPERS

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 9 2.9% | 10 3.3% | 16 5.2% |
| SUNDAY STAR TIMES | 44 14.0% | 46 14.6% | 47 15.2% |

COMMUNITY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|----------------------------|----------------------|----------------------|----------------------|
| THE STAR (WEEKLY COVERAGE) | 129 41.1% | 128 40.7% | 136 43.8% |
| THE STAR MIDWEEK | 117 37.4% | 116 37.1% | 121 39.0% |
| THE STAR WEEKEND | 100 31.9% | 98 31.1% | 107 34.5% |
| CHRISTCHURCH MAIL | 136 43.3% | 128 40.9% | 129 41.5% |

NEWSPAPER REPORT - DUNEDIN

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s) (TOTAL 15+): | 102 | 102 | 101 |
| SAMPLE SIZE (15+) | 419 | 408 | 399 |

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| OTAGO DAILY TIMES | 49 47.9% | 50 48.9% | 56 55.3% |

WEEKLY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS | 3 3.2% | 3 2.7% | 3 2.8% |
| SUNDAY STAR TIMES | 14 13.9% | 13 13.0% | 13 13.0% |

COMMUNITY NEWSPAPERS:

Average Issue Readership

| | CMI Q3 13 – Q2 14 | CMI Q2 13 – Q1 13 | CMI Q3 12 – Q2 13 |
|--------------------|----------------------|----------------------|----------------------|
| THE STAR (DUNEDIN) | 53 52.1% | 52 51.0% | 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.

For more information, visit www.nielsen.com.

Copyright © 2014 The Nielsen Company. All rights reserved.
Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies. 14/7395



AN UNCOMMON SENSE OF THE CONSUMER™