

The Nielsen logo, consisting of the word "nielsen" in a lowercase, sans-serif font, with a series of dots underneath the letters.

AN UNCOMMON SENSE
OF THE CONSUMER™

An abstract graphic in the top left corner featuring a dense network of thin, multi-colored lines (red, blue, green, yellow, purple) that converge towards the top left. Several larger, solid-colored dots (yellow, red, blue, purple) are scattered along these lines, some appearing to be connected by thicker lines.

CONSUMER AND MEDIA INSIGHTS SURVEY

Q1 2014 – Q4 2014

NEWSPAPER TOPLINES

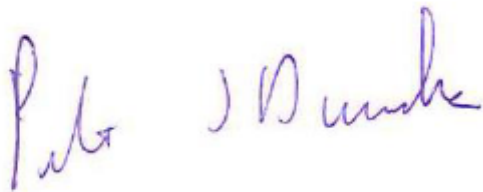


**AUDIT STATEMENT FOR THE
NIELSEN MEDIA RESEARCH
CONSUMER AND MEDIA INSIGHTS SURVEY
FOR THE YEAR ENDED DECEMBER 2014**

The following is an audit statement for the Nielsen Media Research Consumer and Media Insights survey covering the period January to December 2014.

D & D Consultants have made independent verification of the readership estimates. We have also checked that the sample is nationally representative of New Zealanders aged 10 or older.

In addition, fieldwork checks have been undertaken, including a verification of Nielsen Media Research's own supervisor audits, the correct selection of households and respondents within these homes and coding. On the basis of the sampling, fieldwork and analysis checks conducted we are able to state that no significant problems exist in the Readership Report.



Peter Danaher PhD
D & D Consultants



Tracey Dagger PhD

D & D Consultants

D & D Consultants is the official auditor of the
Nielsen Consumer and Media Insights Survey.

ANNOTATIONS

Release of Nielsen Consumer and Media Insights Survey.
Q1 14 - Q4 14

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 20 February 2015.

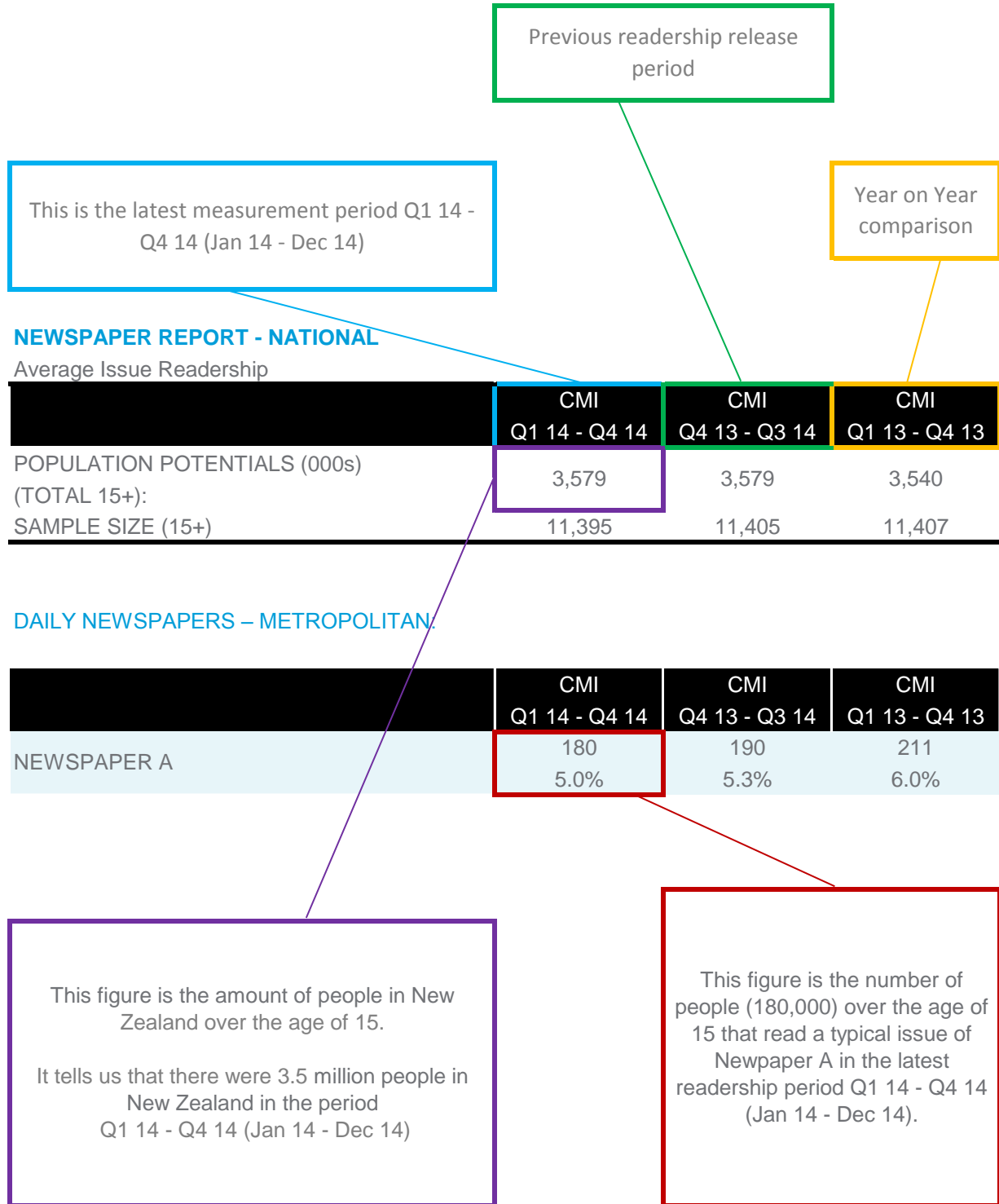
FURTHER INFORMATION:

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.

PUBLICATION CHANGES:

The Christchurch Star has moved to single masthead measurement. Toplines now show a single AIR figure, in place of separate figures for The Star Midweek and The Star Weekend.

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

Q1 14 - Q4 14

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,579	3,579	3,540
SAMPLE SIZE (15+)	11,395	11,405	11,407

DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE NZ HERALD	441 12.3%	451 12.6%	475 13.4%
WAIKATO TIMES	77 2.2%	82 2.3%	80 2.3%
THE DOMINION POST	180 5.0%	190 5.3%	211 6.0%
THE PRESS	182 5.1%	183 5.1%	194 5.5%
OTAGO DAILY TIMES	90 2.5%	86 2.4%	94 2.7%

DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
ALL DAILIES	1,255 35.1%	1,287 36.0%	1,379 39.0%
ALL METROPOLITANS	876 24.5%	894 25.0%	953 26.9%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	488 13.6%	497 13.9%	535 15.1%
ALL DAILIES (WEEKLY COVERAGE)	2,016 56.3%	2,074 58.0%	2,199 62.1%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,512 42.3%	1,564 43.7%	1,658 46.8%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	783 21.9%	796 22.2%	851 24.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	150 4.2%	157 4.4%	179 5.1%
SUNDAY STAR TIMES	359 10.0%	367 10.2%	400 11.3%
HERALD ON SUNDAY	319 8.9%	329 9.2%	382 10.8%
NATIONAL BUSINESS REVIEW	33 0.9%	36 1.0%	41 1.2%

FORTNIGHTLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
DAIRY NEWS	73 2.0%	72 2.0%	54 1.5%
RURAL NEWS	192 5.4%	195 5.4%	188 5.3%
OTAGO SOUTHLAND FARMER	44 1.2%	47 1.3%	38 1.1%

MONTHLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
CENTRAL DISTRICTS FARMER	43 1.2%	34 1.0%	28 0.8%
WAIKATO TIMES FARMER	36 1.0%	35 1.0%	33 0.9%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
CANVAS (UNDUPLICATED)	320 8.9%	347 9.7%	413 11.7%
SUNDAY (UNDUPLICATED)	322 9.0%	330 9.2%	354 10.0%
TIMEOUT (UNDUPLICATED)	344 9.6%	355 9.9%	393 11.1%
VIVA (UNDUPLICATED)	266 7.4%	278 7.8%	303 8.6%
YOUR WEEKEND (UNDUPLICATED)	356 10.0%	384 10.7%	395 11.2%
TRAVEL (UNDUPLICATED)	292 8.2%	303 8.5%	334 9.4%
THE BUSINESS (UNDUPLICATED)	297 8.3%	318 8.9%	343 9.7%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	44 1.2%	48 1.3%	55 1.5%
WEEKEND MAGAZINE (UNDUPLICATED)	341 9.5%	356 9.9%	415 11.7%
LIVING (UNDUPLICATED)	257 7.2%	266 7.4%	307 8.7%
ELEMENT (UNDUPLICATED)	121 3.4%	127 3.5%	138 3.9%
BITE (UNDUPLICATED)	210 5.9%	214 6.0%	220 6.2%

NEWSPAPER REPORT - NORTHERN

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,936	1,936	1,911
SAMPLE SIZE (15+)	5,975	5,987	5,944

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE NZ HERALD	424 21.9%	434 22.4%	455 23.8%
WAIKATO TIMES	77 4.0%	82 4.3%	80 4.2%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	99 5.1%	96 5.0%	112 5.9%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	100 5.1%	100 5.2%	116 6.1%
SUNDAY STAR TIMES	181 9.3%	189 9.8%	197 10.3%
HERALD ON SUNDAY	299 15.4%	306 15.8%	355 18.6%

NEWSPAPER REPORT - CENTRAL

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (TOTAL 15+):	784	784	779
SAMPLE SIZE (15+)	2,602	2,602	2,605

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE DOMINION POST	166 21.2%	177 22.5%	191 24.6%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	155 19.7%	156 19.9%	172 22.1%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	26 3.4%	28 3.5%	28 3.6%
SUNDAY STAR TIMES	81 10.3%	80 10.2%	91 11.7%

NEWSPAPER REPORT - SOUTHERN

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	859	859	850
SAMPLE SIZE (15+)	2,818	2,816	2,858

DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE PRESS	182 21.2%	183 21.3%	194 22.8%
OTAGO DAILY TIMES	90 10.4%	86 10.1%	94 11.0%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	158 18.4%	163 19.0%	173 20.3%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	24 2.8%	30 3.5%	35 4.1%
SUNDAY STAR TIMES	97 11.3%	98 11.4%	113 13.2%

NEWSPAPER REPORT - AUCKLAND

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,129	1,129	1,109
SAMPLE SIZE (15+)	3,387	3,383	3,360

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE NZ HERALD	310 27.4%	314 27.9%	322 29.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	68 6.0%	69 6.1%	78 7.1%
SUNDAY STAR TIMES	133 11.8%	140 12.4%	145 13.1%
HERALD ON SUNDAY	215 19.1%	221 19.6%	252 22.7%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	573 50.8%	579 51.3%	594 53.6%
FAIRFAX SUBURBAN GROUP (WC)	688 60.9%	699 61.9%	725 65.3%
RODNEY TIMES	40 3.6%	37 3.2%	32 2.9%
AUCKLAND CITY HARBOUR NEWS	16 1.4%	14 1.2%	14 1.3%
CENTRAL LEADER	83 7.3%	80 7.1%	97 8.8%
EAST & BAYS COURIER	56 5.0%	59 5.2%	67 6.0%
EASTERN COURIER	72 6.4%	71 6.3%	70 6.3%
MANUKAU COURIER	141 12.5%	141 12.5%	132 11.9%
NORTH HARBOUR NEWS	24 2.1%	19 1.7%	14 1.3%
NOR-WEST NEWS	9 0.8%	9 0.8%	9 0.8%
NORTH SHORE TIMES	91 8.1%	100 8.8%	112 10.1%
PAPAKURA COURIER	53 4.7%	54 4.8%	48 4.3%
WESTERN LEADER	105 9.3%	99 8.8%	102 9.2%

NATIONAL FIGURES - AUCKLAND COMMUNITIES:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	578 16.2%	583 16.3%	612 17.3%
FAIRFAX SUBURBAN GROUP (WC)	694 19.4%	704 19.7%	743 21.0%
RODNEY TIMES	61 1.7%	62 1.7%	61 1.7%
FRANKLIN COUNTY NEWS	59 1.7%	54 1.5%	34 1.0%
NOR-WEST NEWS	11 0.3%	9 0.2%	25 0.7%

NEWSPAPER REPORT - HAMILTON

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	140	140	138
SAMPLE SIZE (15+)	622	618	601

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE NZ HERALD	16 11.7%	16 11.6%	15 10.8%
WAIKATO TIMES	41 29.3%	41 29.5%	43 31.2%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	5 3.3%	4 2.8%	7 4.9%
SUNDAY STAR TIMES	12 8.6%	9 6.3%	10 7.1%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
HAMILTON PRESS	66 47.4%	68 48.5%	76 55.3%
HAMILTON NEWS	47 33.5%	49 34.9%	48 34.7%

NEWSPAPER REPORT - WELLINGTON

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	321	321	319
SAMPLE SIZE (15+)	1,045	1,046	1,034

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE DOMINION POST	101 31.5%	108 33.8%	119 37.4%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	5 1.6%	7 2.2%	7 2.2%
SUNDAY STAR TIMES	46 14.2%	43 13.3%	47 14.6%

COMMUNITY NEWSPAPERS

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
CENTRAL COMMUNITY NEWSPAPERS (WC)	185 57.7%	185 57.6%	189 59.4%
THE HUTT NEWS	66 20.6%	70 21.7%	69 21.7%
KAPI-MANA NEWS	42 13.0%	40 12.5%	38 12.0%
UPPER HUTT LEADER	34 10.6%	34 10.4%	29 9.0%
WELLINGTONIAN	64 19.9%	64 19.9%	71 22.2%

NEWSPAPER REPORT - CHRISTCHURCH

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	314	314	311
SAMPLE SIZE (15+)	1,144	1,140	1,173

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE PRESS	125 39.9%	128 40.9%	136 43.6%

WEEKLY NEWSPAPERS

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	8 2.7%	9 2.7%	13 4.3%
SUNDAY STAR TIMES	46 14.7%	47 14.8%	51 16.5%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE STAR (AIR)	97 31.1%		
THE STAR (WC)	121 38.5%		
CHRISTCHURCH MAIL	126 40.0%	133 42.4%	135 43.4%

NEWSPAPER REPORT - DUNEDIN

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	102	102	102
SAMPLE SIZE (15+)	417	416	410

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
OTAGO DAILY TIMES	51 50.6%	48 47.0%	50 48.8%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
SUNDAY NEWS	2 1.9%	2 1.5%	4 3.7%
SUNDAY STAR TIMES	14 14.0%	13 12.9%	12 11.8%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
THE STAR (DUNEDIN)	53 51.9%	53 51.9%	51 50.5%

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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