

Q2 2016 - Q1 2017

# NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q2 2016 - Q1 2017

### DELETED PUBLICATIONS:

Wairarapa Times-Age

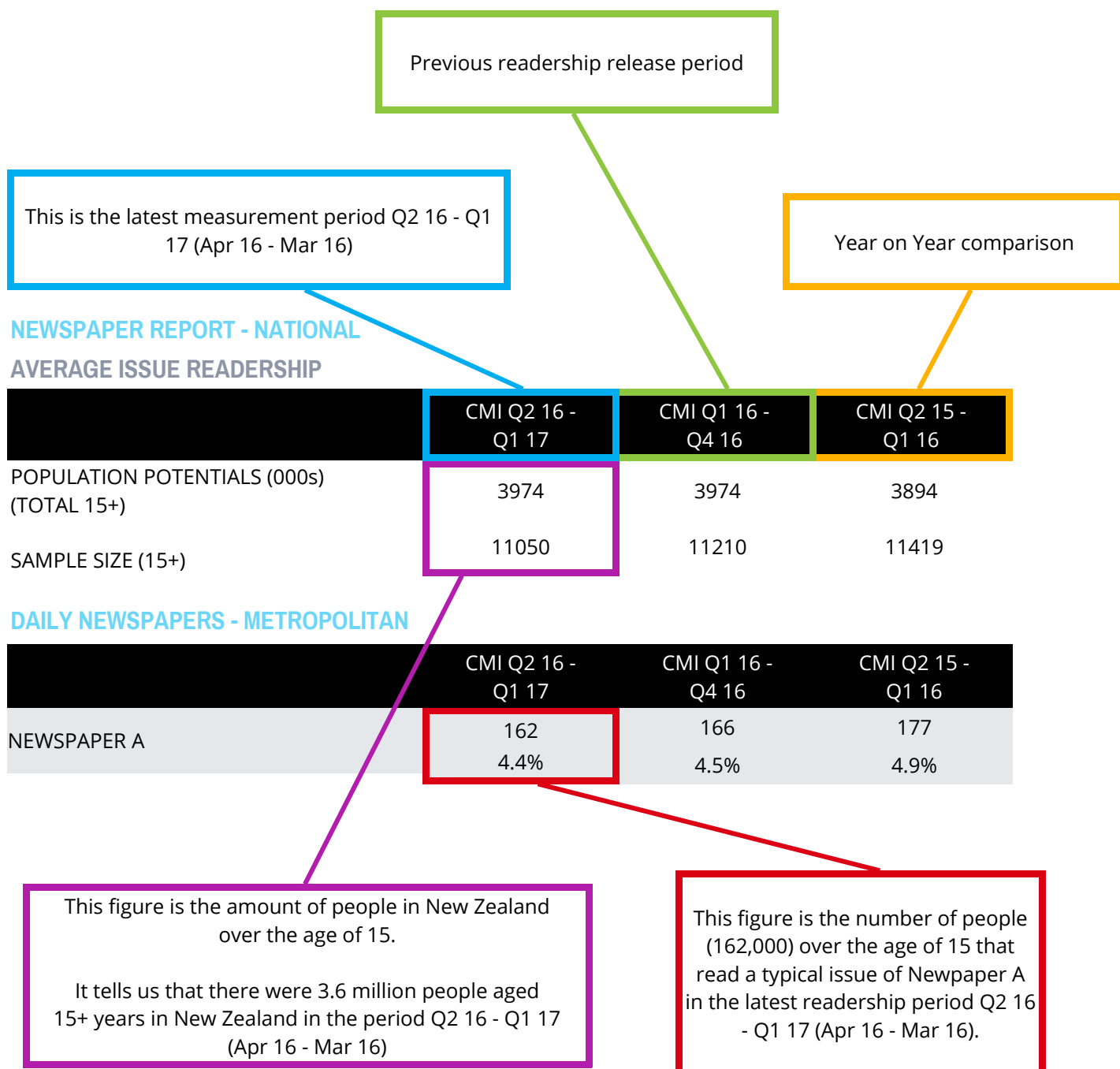
### EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 22nd June 2017.

### 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.

Weekly Coverage refers to all respondents that have read at least one issue of a newspaper in the last 7 days. For more information on these definitions please contact Nielsen.

# YEAR ON YEAR COMPARATIVES

## Q2 16 - Q1 17

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,771	3,680	3,686
SAMPLE SIZE 15+	10,733	10,653	11,210

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE NZ HERALD	425 11.3%	423 11.5%	411 11.2%
WAIKATO TIMES	60 1.6%	63 1.7%	65 1.8%
THE DOMINION POST	168 4.5%	159 4.3%	166 4.5%
THE PRESS	162 4.3%	157 4.3%	157 4.3%
OTAGO DAILY TIMES	90 2.4%	88 2.4%	95 2.6%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL DAILIES	1,158 30.7%	1,150 31.2%	1,173 31.8%
ALL METROPOLITANS	828 22.0%	812 22.1%	809 22.0%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	403 10.7%	410 11.1%	444 12.1%

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL DAILIES (WEEKLY COVERAGE)	1,894 50.2%	1,869 50.8%	1,926 52.2%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,441 38.2%	1,414 38.4%	1,424 38.6%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	684 18.1%	683 18.6%	751 20.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	111 3.0%	107 2.9%	122 3.3%
SUNDAY STAR TIMES	268 7.1%	275 7.5%	303 8.2%
HERALD ON SUNDAY	335 8.9%	320 8.7%	311 8.4%
THE NATIONAL BUSINESS REVIEW	38 1.0%	36 1.0%	39 1.0%

## NEWSPAPER REPORT - NATIONAL

### FORTNIGHTLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
OTAGO SOUTHLAND FARMER	25 0.7%	33 0.9%	27 0.7%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
CENTRAL DISTRICTS FARMER	30 0.8%	30 0.8%	33 0.9%
WAIKATO TIMES FARMER	25 0.7%	27 0.7%	23 0.6%

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ADMIRE (NIM)	23 0.6%	23 0.6%	
BITE (UNDUPLICATED)	202 5.4%	212 5.8%	217 5.9%
CANVAS (UNDUPLICATED)	287 7.6%	299 8.1%	300 8.1%
SPY (UNDUPLICATED)	108 2.9%	117 3.2%	
SUNDAY (UNDUPLICATED)	233 6.2%	240 6.5%	265 7.2%
THE BUSINESS (UNDUP)	251 6.7%	247 6.7%	267 7.2%
TIMEOUT (UNDUPLICATED)	281 7.4%	297 8.1%	313 8.5%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
TRAVEL (UNDULICATED)	261 6.9%	254 6.9%	296 8.0%
VIVA (UNDULICATED)	236 6.2%	245 6.7%	246 6.7%
WAIKATO TIMES MOTORTIMES (UNDULICATED)	24 0.6%	30 0.8%	37 1.0%
WEEKEND MAGAZINE (UNDULICATED)	280 7.4%	290 7.9%	301 8.2%
YOUR WEEKEND (UNDULICATED)	303 8.0%	305 8.3%	327 8.9%



## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	2,063	2,003	2,005
(TOTAL 15+):			
SAMPLE SIZE 15+	5,674	5,619	5,865

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE NZ HERALD	402 19.5%	401 20.0%	392 19.5%
WAIKATO TIMES	60 2.9%	63 3.2%	65 3.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 4.6%	87 4.4%	91 4.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	72 3.5%	69 3.4%	79 3.9%
SUNDAY STAR TIMES	125 6.0%	128 6.4%	144 7.2%

# NEWSPAPER REPORT - NORTHERN

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
HERALD ON SUNDAY	310 15.0%	297 14.8%	293 14.6%

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	809	797	801
(TOTAL 15+):			
SAMPLE SIZE 15+	2,365	2,378	2,568

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE DOMINION POST	156 19.3%	147 18.5%	153 19.0%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	136 16.8%	140 17.6%	159 19.8%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	27 3.3%	20 2.6%	18 2.2%
SUNDAY STAR TIMES	76 9.4%	76 9.6%	80 10.0%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	899	880	880
(TOTAL 15+):			
SAMPLE SIZE 15+	2,694	2,656	2,777

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE PRESS	162 18.0%	157 17.8%	157 17.9%
OTAGO DAILY TIMES	90 10.0%	88 10.0%	95 10.8%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	113 12.6%	120 13.6%	130 14.8%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	13 1.4%	18 2.0%	25 2.9%
SUNDAY STAR TIMES	67 7.5%	71 8.0%	79 8.9%

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	1,198	1,154	1,162
(TOTAL 15+):			
SAMPLE SIZE 15+	3,212	3,158	3,301

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE NZ HERALD	290 24.2%	295 25.5%	278 23.9%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	47 3.9%	45 3.9%	50 4.3%
SUNDAY STAR TIMES	92 7.7%	95 8.2%	99 8.5%
HERALD ON SUNDAY	223 18.6%	218 18.9%	199 17.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
FAIRFAX SUBURBAN GROUP (COMB AIR)	504 42.0%	492 42.6%	530 45.6%

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
FAIRFAX SUBURBAN GROUP (WC)	592 49.4%	578 50.1%	617 53.1%
RODNEY TIMES	26 2.2%	30 2.6%	48 4.1%
AUCKLAND CITY HARBOUR NEWS	23 1.9%	27 2.3%	23 2.0%
CENTRAL LEADER	63 5.3%	62 5.4%	83 7.2%
EAST & BAYS COURIER	47 4.0%	40 3.5%	42 3.6%
EASTERN COURIER	77 6.4%	76 6.6%	81 7.0%
MANUKAU COURIER	109 9.1%	112 9.7%	99 8.6%
NORTH HARBOUR NEWS	12 1.0%	16 1.4%	15 1.3%
NOR-WEST NEWS	5 0.5%	7 0.6%	10 0.8%
NORTH SHORE TIMES	88 7.3%	86 7.5%	91 7.8%
PAPAKURA COURIER	25 2.1%	25 2.2%	35 3.0%
WESTERN LEADER	104 8.6%	99 8.6%	108 9.3%

## NEWSPAPER REPORT - NATIONAL

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
FAIRFAX SUBURBAN GROUP (COMB AIR)	521 13.8%	509 13.8%	543 14.7%
FAIRFAX SUBURBAN GROUP (WC)	609 16.2%	595 16.2%	630 17.1%
RODNEY TIMES	55 1.5%	59 1.6%	67 1.8%
NOR-WEST NEWS	11 0.3%	13 0.4%	20 0.5%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	142	142	148
(TOTAL 15+):			
SAMPLE SIZE 15+	597	596	610

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE NZ HERALD	13 9.0%	13 9.4%	12 8.2%
WAIKATO TIMES	28 19.4%	26 18.6%	31 20.7%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	3 2.1%	3 2.1%	3 2.1%
SUNDAY STAR TIMES	8 5.6%	7 5.1%	9 6.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
HAMILTON PRESS	50 35.3%	49 34.5%	60 40.4%



## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	329	321	322
(TOTAL 15+):			
SAMPLE SIZE 15+	964	948	1,000

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE DOMINION POST	99 30.0%	90 27.9%	92 28.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	6 1.9%	4 1.3%	5 1.4%
SUNDAY STAR TIMES	36 10.8%	35 10.9%	31 9.7%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	177 53.7%	168 52.3%	168 52.2%
THE HUTT NEWS	57 17.4%	53 16.5%	63 19.5%

## NEWSPAPER REPORT - WELLINGTON

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
KAPI-MANA NEWS	45 13.6%	44 13.7%	39 12.2%
UPPER HUTT LEADER	26 7.8%	22 6.9%	19 5.8%
WELLINGTONIAN	62 18.8%	60 18.8%	58 18.0%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	323	315	315
(TOTAL 15+):			
SAMPLE SIZE 15+	1,032	1,007	1,069

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE PRESS	106 33.0%	105 33.4%	110 35.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	8 2.3%	9 2.7%	12 3.8%
SUNDAY STAR TIMES	31 9.7%	32 10.2%	37 11.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
CHRISTCHURCH MAIL	103 31.9%	102 32.3%	123 39.0%
THE STAR (CHRISTCHURCH)	106 32.9%	101 32.0%	110 34.8%

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
POPULATION POTENTIALS (000s)	99	98	99
(TOTAL 15+):			
SAMPLE SIZE 15+	378	381	385

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
OTAGO DAILY TIMES	49 49.3%	48 48.6%	50 50.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
SUNDAY NEWS	1 1.2%	1 0.9%	1 1.0%
SUNDAY STAR TIMES	10 9.9%	10 9.9%	12 12.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 16 - Q1 17	CMI Q1 16 - Q4 16	CMI Q2 15 - Q1 16
THE STAR (DUNEDIN)	45 45.4%	50 51.0%	49 49.7%

# BASIC DEMOGRAPHICS

## Q2 16 - Q1 17

# NEWSPAPER TOPLINES

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	3,771	1,672	1,781	1,735	2,930	2,044
SAMPLE SIZE	10,733	4371	5697	5,843	8,871	6,566

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NZ HERALD	425 11.3%	222 13.3%	190 10.7%	207 11.9%	354 12.1%	271 13.2%
WAIKATO TIMES	60 1.6%	29 1.7%	31 1.7%	30 1.7%	48 1.6%	38 1.9%
THE DOMINION POST	168 4.5%	86 5.1%	79 4.4%	80 4.6%	141 4.8%	108 5.3%
THE PRESS	162 4.3%	85 5.1%	71 4.0%	75 4.3%	124 4.2%	99 4.9%
OTAGO DAILY TIMES	90 2.4%	41 2.5%	43 2.4%	46 2.7%	72 2.4%	51 2.5%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL DAILIES	1,158 30.7%	572 34.2%	544 30.5%	570 32.9%	942 32.1%	721 35.3%
ALL METROPOLITANS	828 22.0%	425 25.4%	376 21.1%	401 23.1%	676 23.1%	518 25.4%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	403 10.7%	190 11.4%	198 11.1%	204 11.7%	326 11.1%	252 12.3%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL DAILIES (WEEKLY COVERAGE)	1,894 50.2%	912 54.5%	880 49.4%	923 53.2%	1,528 52.1%	1,102 53.9%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,441 38.2%	711 42.5%	656 36.9%	696 40.1%	1,171 40.0%	844 41.3%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	684 18.1%	324 19.4%	322 18.1%	346 19.9%	549 18.7%	401 19.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	111 3.0%	61 3.7%	48 2.7%	63 3.6%	91 3.1%	66 3.2%
SUNDAY STAR TIMES	268 7.1%	137 8.2%	122 6.9%	130 7.5%	219 7.5%	154 7.5%
HERALD ON SUNDAY	335 8.9%	170 10.2%	146 8.2%	163 9.4%	282 9.6%	187 9.2%
THE NATIONAL BUSINESS REVIEW	38 1.0%	27 1.6%	10 0.6%	18 1.0%	31 1.1%	27 1.3%

### FORTNIGHTLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
OTAGO SOUTHLAND FARMER	25 0.7%	12 0.7%	12 0.7%	16 0.9%	18 0.6%	14 0.7%

## NEWSPAPER REPORT - NATIONAL

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CENTRAL DISTRICTS FARMER	30 0.8%	16 0.9%	13 0.7%	16 0.9%	27 0.9%	16 0.8%
WAIKATO TIMES FARMER	25 0.7%	14 0.9%	10 0.6%	12 0.7%	21 0.7%	18 0.9%

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ADMIRE (NIM)	23 0.6%	8 0.5%	15 0.8%	14 0.8%	21 0.7%	13 0.7%
BITE (UNDUPLICATED)	202 5.4%	69 4.2%	131 7.4%	121 7.0%	179 6.1%	120 5.9%
CANVAS (UNDUPLICATED)	287 7.6%	123 7.3%	158 8.9%	153 8.8%	245 8.4%	172 8.4%
SPY (UNDUPLICATED)	108 2.9%	49 2.9%	58 3.2%	60 3.5%	94 3.2%	64 3.1%
SUNDAY (UNDUPLICATED)	233 6.2%	109 6.5%	120 6.8%	120 6.9%	199 6.8%	134 6.6%
THE BUSINESS (UNDUP)	251 6.7%	160 9.6%	90 5.0%	115 6.6%	205 7.0%	178 8.7%
TIMEOUT (UNDUPLICATED)	281 7.4%	136 8.2%	136 7.6%	135 7.8%	230 7.8%	173 8.5%
TRAVEL (UNDUPLICATED)	261 6.9%	124 7.4%	131 7.4%	128 7.4%	218 7.4%	160 7.8%
VIVA (UNDUPLICATED)	236 6.2%	75 4.5%	156 8.7%	138 7.9%	205 7.0%	139 6.8%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	24 0.6%	20 1.2%	4 0.2%	9 0.5%	18 0.6%	16 0.8%
WEEKEND MAGAZINE (UNDUPLICATED)	280 7.4%	120 7.2%	154 8.7%	154 8.9%	242 8.3%	170 8.3%
YOUR WEEKEND (UNDUPLICATED)	303 8.0%	137 8.2%	160 9.0%	153 8.8%	253 8.6%	175 8.6%



## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	2,063	907	979	931	1,610	1,118
SAMPLE SIZE	5,674	2342	2975	2,963	4,658	3,408

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NZ HERALD	402 19.5%	210 23.1%	180 18.4%	195 20.9%	333 20.7%	256 22.9%
WAIKATO TIMES	60 2.9%	29 3.2%	31 3.2%	30 3.2%	48 3.0%	38 3.4%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 4.6%	49 5.5%	41 4.2%	43 4.6%	75 4.6%	61 5.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	72 3.5%	38 4.2%	33 3.4%	41 4.4%	60 3.7%	43 3.9%
SUNDAY STAR TIMES	125 6.0%	65 7.1%	57 5.8%	56 6.0%	102 6.3%	73 6.5%
HERALD ON SUNDAY	310 15.0%	157 17.3%	136 13.9%	151 16.3%	261 16.2%	171 15.3%

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	809	355	386	385	625	437
SAMPLE SIZE	2,365	929	1322	1,374	1,997	1,498

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE DOMINION POST	156	79	73	74	130	100
	19.3%	22.2%	19.0%	19.1%	20.8%	22.9%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	136	60	69	72	115	84
	16.8%	17.0%	17.9%	18.8%	18.4%	19.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	27	17	9	14	22	14
	3.3%	4.8%	2.4%	3.7%	3.5%	3.1%
SUNDAY STAR TIMES	76	39	36	41	66	43
	9.4%	11.0%	9.4%	10.8%	10.5%	9.8%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	899	410	415	418	696	489
SAMPLE SIZE	2,694	1100	1400	1,506	2,216	1,660

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE PRESS	162 18.0%	85 20.7%	71 17.1%	75 18.0%	124 17.9%	99 20.3%
OTAGO DAILY TIMES	90 10.0%	41 10.1%	43 10.3%	46 11.0%	72 10.3%	51 10.5%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	113 12.6%	52 12.6%	57 13.8%	58 13.9%	89 12.8%	69 14.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	13 1.4%	7 1.6%	6 1.4%	7 1.7%	10 1.4%	9 1.9%
SUNDAY STAR TIMES	67 7.5%	33 8.2%	29 7.0%	33 7.8%	52 7.5%	39 7.9%

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	1,198	536	560	507	940	623
SAMPLE SIZE	3,212	1382	1595	1,549	2,602	1,838

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NZ HERALD	290 24.2%	150 28.0%	132 23.5%	140 27.5%	242 25.8%	181 29.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	47 3.9%	23 4.3%	24 4.2%	27 5.3%	39 4.1%	27 4.3%
SUNDAY STAR TIMES	92 7.7%	45 8.4%	44 7.8%	42 8.2%	78 8.4%	50 8.0%
HERALD ON SUNDAY	223 18.6%	108 20.1%	101 18.1%	107 21.1%	191 20.3%	118 18.9%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
FAIRFAX SUBURBAN GROUP (COMB AIR)	504 42.0%	218 40.7%	263 46.9%	253 49.8%	416 44.2%	274 43.9%
FAIRFAX SUBURBAN GROUP (WC)	592 49.4%	257 48.0%	305 54.5%	294 57.9%	487 51.8%	315 50.6%
RODNEY TIMES	26 2.2%	14 2.6%	12 2.1%	13 2.6%	23 2.5%	16 2.6%

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
AUCKLAND CITY HARBOUR NEWS	23 1.9%	10 1.8%	13 2.3%	15 3.0%	21 2.3%	13 2.0%
CENTRAL LEADER	63 5.3%	28 5.3%	33 5.9%	36 7.0%	53 5.7%	41 6.6%
EAST & BAYS COURIER	47 4.0%	20 3.8%	25 4.5%	26 5.2%	40 4.3%	25 4.1%
EASTERN COURIER	77 6.4%	32 6.1%	41 7.3%	40 7.8%	59 6.3%	40 6.4%
MANUKAU COURIER	109 9.1%	50 9.3%	53 9.5%	54 10.7%	89 9.4%	62 9.9%
NORTH HARBOUR NEWS	12 1.0%	6 1.1%	5 1.0%	5 1.0%	9 1.0%	6 1.0%
NOR-WEST NEWS	5 0.5%	2 0.4%	3 0.6%	4 0.7%	5 0.5%	4 0.6%
NORTH SHORE TIMES	88 7.3%	41 7.6%	45 8.1%	42 8.3%	74 7.9%	41 6.7%
PAPAKURA COURIER	25 2.1%	10 1.9%	13 2.3%	11 2.1%	23 2.4%	15 2.3%
WESTERN LEADER	104 8.6%	45 8.4%	53 9.5%	48 9.5%	86 9.1%	56 9.0%

## NEWSPAPER REPORT - NATIONAL

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
FAIRFAX SUBURBAN GROUP (COMB AIR)	521 13.8%	228 13.7%	270 15.1%	263 15.2%	428 14.6%	287 14.1%
FAIRFAX SUBURBAN GROUP (WC)	609 16.2%	267 16.0%	312 17.5%	304 17.5%	500 17.1%	329 16.1%
RODNEY TIMES	55 1.5%	24 1.4%	28 1.6%	26 1.5%	47 1.6%	31 1.5%
NOR-WEST NEWS	11 0.3%	6 0.4%	5 0.3%	8 0.4%	9 0.3%	9 0.5%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	142	65	63	60	111	79
SAMPLE SIZE	597	252	313	312	501	375

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NZ HERALD	13 9.0%	8 11.9%	5 7.5%	5 8.6%	10 9.4%	8 9.9%
WAIKATO TIMES	28 19.4%	15 23.7%	12 19.3%	12 20.9%	23 20.4%	18 23.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	3 2.1%	2 3.3%	1 1.5%	1 2.0%	3 2.8%	2 2.1%
SUNDAY STAR TIMES	8 5.6%	6 8.6%	2 3.8%	2 3.5%	4 3.8%	7 8.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
HAMILTON PRESS	50 35.3%	27 41.3%	22 34.9%	24 39.7%	42 37.8%	30 38.5%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	329	147	153	143	250	173
SAMPLE SIZE	964	406	510	516	806	598

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE DOMINION POST	99 30.0%	50 33.8%	46 30.0%	44 30.6%	78 31.4%	62 36.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	6 1.9%	4 2.4%	3 1.7%	3 2.4%	6 2.3%	4 2.2%
SUNDAY STAR TIMES	36 10.8%	16 11.1%	18 11.7%	17 12.2%	28 11.4%	20 11.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	177 53.7%	76 51.8%	90 58.9%	83 57.9%	136 54.4%	100 57.9%
THE HUTT NEWS	57 17.4%	26 17.9%	27 17.8%	26 18.4%	41 16.5%	34 19.8%
KAPI-MANA NEWS	45 13.6%	20 13.8%	21 13.9%	19 13.1%	34 13.5%	21 12.0%
UPPER HUTT LEADER	26 7.8%	10 7.1%	13 8.6%	13 9.2%	17 7.0%	15 8.6%



## NEWSPAPER REPORT - WELLINGTON

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
WELLINGTONIAN	62 18.8%	26 17.4%	34 22.0%	29 20.3%	52 20.7%	35 20.3%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	323	155	141	148	248	182
SAMPLE SIZE	1,032	457	504	563	835	653

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE PRESS	106 33.0%	57 36.4%	47 33.3%	54 36.6%	88 35.3%	68 37.2%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	8 2.3%	4 2.6%	3 2.1%	4 2.8%	6 2.2%	5 3.0%
SUNDAY STAR TIMES	31 9.7%	15 9.9%	14 9.8%	17 11.6%	27 11.1%	20 10.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CHRISTCHURCH MAIL	103 31.9%	46 29.5%	54 38.3%	59 39.7%	90 36.3%	62 34.1%
THE STAR (CHRISTCHURCH)	106 32.9%	47 30.2%	55 38.9%	65 44.4%	94 37.7%	63 34.7%

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	99	46	42	43	81	52
SAMPLE SIZE	378	151	199	209	321	233

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
OTAGO DAILY TIMES	49	24	21	23	38	29
	49.3%	51.9%	49.9%	53.8%	47.0%	55.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	1	1	0	0	1	1
	1.2%	1.7%	1.0%	0.9%	1.0%	1.9%
SUNDAY STAR TIMES	10	4	4	4	6	5
	9.9%	9.6%	9.8%	9.3%	7.1%	9.3%

## ABOUT NIELSEN

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