

Q1 2017 - Q4 2017

# NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q1 2017 - Q4 2017

### 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, March 1st 2018.

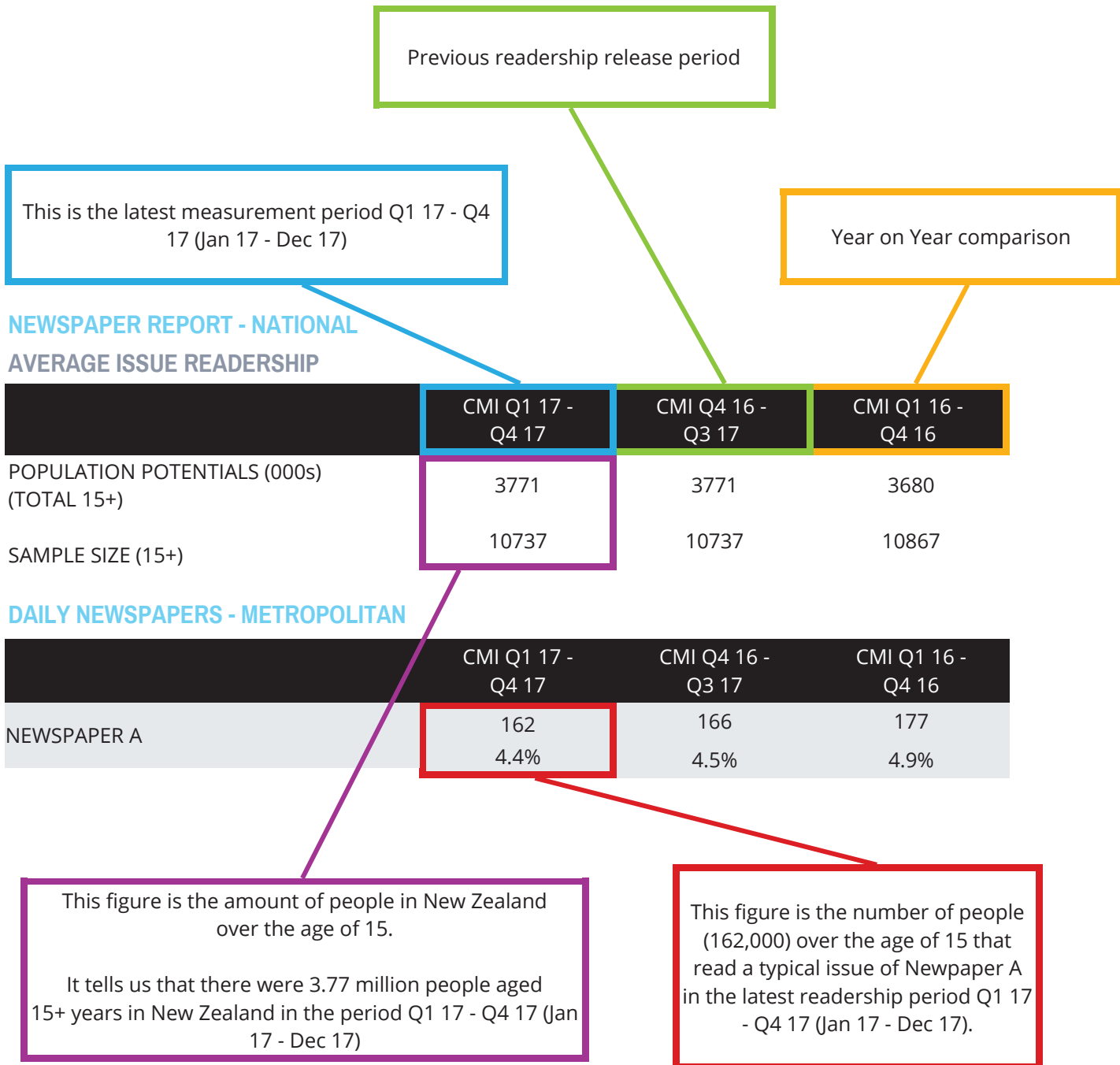
### DELETED PUBLICATIONS:

Wellingtonian

### 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 Q1 17 - Q4 17

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 3,771             | 3,771             | 3,680             |
| SAMPLE SIZE 15+                              | 10,727            | 10,737            | 10,653            |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| THE NZ HERALD     | 415<br>11.0%      | 420<br>11.1%      | 423<br>11.5%      |
| WAIKATO TIMES     | 44<br>1.2%        | 51<br>1.3%        | 63<br>1.7%        |
| THE DOMINION POST | 161<br>4.3%       | 158<br>4.2%       | 159<br>4.3%       |
| THE PRESS         | 156<br>4.1%       | 155<br>4.1%       | 157<br>4.3%       |
| OTAGO DAILY TIMES | 92<br>2.4%        | 94<br>2.5%        | 88<br>2.4%        |

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| ALL DAILIES       | 1,109<br>29.4%    | 1,127<br>29.9%    | 1,150<br>31.2%    |
| ALL METROPOLITANS | 807<br>21.4%      | 810<br>21.5%      | 812<br>22.1%      |

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES) | 380<br>10.1%         | 393<br>10.4%         | 410<br>11.1%         |

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

|   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|---|----------------------|----------------------|----------------------|
| ALL DAILIES (WEEKLY COVERAGE)                                 | 1,832<br>48.6%       | 1,848<br>49.0%       | 1,869<br>50.8%       |
| ALL METROPOLITANS (WEEKLY COVERAGE)                           | 1,408<br>37.3%       | 1,405<br>37.3%       | 1,414<br>38.4%       |
| ALL REGIONAL DAILIES (INCL. WAIKATO TIMES<br>WEEKLY COVERAGE) | 668<br>17.7%         | 682<br>18.1%         | 683<br>18.6%         |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS       | 94<br>2.5%           | 97<br>2.6%           | 107<br>2.9%          |
| SUNDAY STAR TIMES | 248<br>6.6%          | 251<br>6.6%          | 275<br>7.5%          |
| HERALD ON SUNDAY  | 326<br>8.7%          | 341<br>9.1%          | 320<br>8.7%          |
| NZ FARMER         | 126<br>3.3%          | 133<br>3.5%          |                      |

## NEWSPAPER REPORT - NATIONAL

### FORTNIGHTLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                        | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|------------------------|----------------------|----------------------|----------------------|
| OTAGO SOUTHLAND FARMER | 25<br>0.7%           | 24<br>0.6%           | 33<br>0.9%           |

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                          | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--------------------------|----------------------|----------------------|----------------------|
| CENTRAL DISTRICTS FARMER | 29<br>0.8%           | 32<br>0.8%           | 30<br>0.8%           |
| WAIKATO TIMES FARMER     | 18<br>0.5%           | 24<br>0.6%           | 27<br>0.7%           |
| CANTERBURY FARMER        | 25<br>0.7%           | 22<br>0.6%           |                      |

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

|                              | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|------------------------------|----------------------|----------------------|----------------------|
| ADMIRE (NIM)                 | 19<br>0.5%           | 22<br>0.6%           | 23<br>0.6%           |
| BITE (UNDUPLICATED)          | 190<br>5.0%          | 200<br>5.3%          | 212<br>5.8%          |
| CANVAS (UNDUPLICATED)        | 266<br>7.1%          | 278<br>7.4%          | 299<br>8.1%          |
| SPY (UNDUPLICATED)           | 101<br>2.7%          | 110<br>2.9%          | 117<br>3.2%          |
| SUNDAY (UNDUPLICATED)        | 216<br>5.7%          | 218<br>5.8%          | 240<br>6.5%          |
| SUNDAY TRAVEL (UNDUPLICATED) | 197<br>5.2%          | 213<br>5.7%          |                      |

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

|   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|---|----------------------|----------------------|----------------------|
| THE BUSINESS (UNDUP)                    | 246<br>6.5%          | 249<br>6.6%          | 247<br>6.7%          |
| TIMEOUT (UNDUPLICATED)                  | 232<br>6.1%          | 248<br>6.6%          | 297<br>8.1%          |
| TRAVEL (UNDUPLICATED)                   | 265<br>7.0%          | 272<br>7.2%          | 254<br>6.9%          |
| VIVA (UNDUPLICATED)                     | 216<br>5.7%          | 221<br>5.9%          | 245<br>6.7%          |
| WAIKATO TIMES MOTORTIMES (UNDUPLICATED) | 17<br>0.5%           | 18<br>0.5%           | 30<br>0.8%           |
| WEEKEND MAGAZINE (UNDUPLICATED)         | 259<br>6.9%          | 273<br>7.2%          | 290<br>7.9%          |
| YOUR WEEKEND (UNDUPLICATED)             | 285<br>7.6%          | 276<br>7.3%          | 305<br>8.3%          |



## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 2,063             | 2,063             | 2,003             |
| SAMPLE SIZE 15+                              | 5,694             | 5,674             | 5,619             |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|               | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|---------------|-------------------|-------------------|-------------------|
| THE NZ HERALD | 390<br>18.9%      | 397<br>19.2%      | 401<br>20.0%      |
| WAIKATO TIMES | 44<br>2.1%        | 51<br>2.5%        | 63<br>3.2%        |

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 93<br>4.5%        | 97<br>4.7%        | 87<br>4.4%        |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| SUNDAY NEWS       | 54<br>2.6%        | 60<br>2.9%        | 69<br>3.4%        |
| SUNDAY STAR TIMES | 114<br>5.5%       | 114<br>5.5%       | 128<br>6.4%       |

**NEWSPAPER REPORT - NORTHERN**

**WEEKLY NEWSPAPERS**

**AVERAGE ISSUE READERSHIP**

|                  | <b>CMI Q1 17 - Q4 17</b> | <b>CMI Q4 16 - Q3 17</b> | <b>CMI Q1 16 - Q4 16</b> |
|------------------|--------------------------|--------------------------|--------------------------|
| HERALD ON SUNDAY | 302<br>14.6%             | 319<br>15.5%             | 297<br>14.8%             |

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 809                  | 809                  | 797                  |
| SAMPLE SIZE 15+                              | 2,389                | 2,372                | 2,378                |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| THE DOMINION POST | 148<br>18.3%         | 145<br>17.9%         | 147<br>18.5%         |

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 132<br>16.3%         | 132<br>16.4%         | 140<br>17.6%         |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS       | 27<br>3.4%           | 23<br>2.9%           | 20<br>2.6%           |
| SUNDAY STAR TIMES | 71<br>8.8%           | 73<br>9.0%           | 76<br>9.6%           |

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 899                  | 899                  | 880                  |
| SAMPLE SIZE 15+                              | 2,644                | 2,691                | 2,656                |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| THE PRESS         | 156<br>17.4%         | 155<br>17.2%         | 157<br>17.8%         |
| OTAGO DAILY TIMES | 92<br>10.2%          | 94<br>10.4%          | 88<br>10.0%          |

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES) | 111<br>12.4%         | 113<br>12.6%         | 120<br>13.6%         |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS       | 13<br>1.5%           | 13<br>1.5%           | 18<br>2.0%           |
| SUNDAY STAR TIMES | 63<br>7.0%           | 64<br>7.1%           | 71<br>8.0%           |

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 1,202             | 1,202             | 1,154             |
| SAMPLE SIZE 15+                              | 3,246             | 3,223             | 3,158             |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|               | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|---------------|-------------------|-------------------|-------------------|
| THE NZ HERALD | 274<br>22.8%      | 285<br>23.7%      | 295<br>25.5%      |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| SUNDAY NEWS       | 33<br>2.8%        | 35<br>2.9%        | 45<br>3.9%        |
| SUNDAY STAR TIMES | 77<br>6.4%        | 81<br>6.7%        | 95<br>8.2%        |
| HERALD ON SUNDAY  | 203<br>16.9%      | 224<br>18.6%      | 218<br>18.9%      |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-----------------------------------|-------------------|-------------------|-------------------|
| FAIRFAX SUBURBAN GROUP (COMB AIR) | 481<br>40.0%      | 492<br>40.9%      | 492<br>42.6%      |

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                             | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-----------------------------|----------------------|----------------------|----------------------|
| FAIRFAX SUBURBAN GROUP (WC) | 545<br>45.3%         | 568<br>47.3%         | 578<br>50.1%         |
| RODNEY TIMES                | 32<br>2.7%           | 28<br>2.3%           | 30<br>2.6%           |
| CENTRAL LEADER              | 70<br>5.9%           | 63<br>5.2%           | 62<br>5.4%           |
| EAST & BAYS COURIER         | 39<br>3.3%           | 43<br>3.5%           | 40<br>3.5%           |
| EASTERN COURIER             | 67<br>5.6%           | 69<br>5.8%           | 76<br>6.6%           |
| MANUKAU COURIER             | 101<br>8.4%          | 104<br>8.7%          | 112<br>9.7%          |
| NORTH HARBOUR NEWS          | 10<br>0.8%           | 10<br>0.8%           | 16<br>1.4%           |
| NOR-WEST NEWS               | 10<br>0.8%           | 9<br>0.7%            | 7<br>0.6%            |
| NORTH SHORE TIMES           | 89<br>7.4%           | 86<br>7.1%           | 86<br>7.5%           |
| PAPAKURA COURIER            | 25<br>2.1%           | 26<br>2.2%           | 25<br>2.2%           |
| WESTERN LEADER              | 103<br>8.6%          | 102<br>8.5%          | 99<br>8.6%           |

## NEWSPAPER REPORT - NATIONAL

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-----------------------------------|----------------------|----------------------|----------------------|
| FAIRFAX SUBURBAN GROUP (COMB AIR) | 497<br>13.2%         | 508<br>13.5%         | 509<br>13.8%         |
| FAIRFAX SUBURBAN GROUP (WC)       | 561<br>14.9%         | 585<br>15.5%         | 595<br>16.2%         |
| RODNEY TIMES                      | 48<br>1.3%           | 45<br>1.2%           | 59<br>1.6%           |
| NOR-WEST NEWS                     | 22<br>0.6%           | 18<br>0.5%           | 13<br>0.4%           |

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 153               | 150               | 142               |
| SAMPLE SIZE 15+                              | 564               | 577               | 596               |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|               | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|---------------|-------------------|-------------------|-------------------|
| THE NZ HERALD | 12<br>8.0%        | 11<br>7.4%        | 13<br>9.4%        |
| WAIKATO TIMES | 25<br>16.2%       | 26<br>17.6%       | 26<br>18.6%       |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| SUNDAY NEWS       | 2<br>1.4%         | 3<br>2.2%         | 3<br>2.1%         |
| SUNDAY STAR TIMES | 6<br>3.7%         | 7<br>4.5%         | 7<br>5.1%         |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|----------------|-------------------|-------------------|-------------------|
| HAMILTON PRESS | 57<br>37.2%       | 53<br>35.4%       | 49<br>34.5%       |



## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 329                  | 329                  | 321                  |
| SAMPLE SIZE 15+                              | 958                  | 953                  | 948                  |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| THE DOMINION POST | 95<br>28.8%          | 91<br>27.8%          | 90<br>27.9%          |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS       | 8<br>2.6%            | 5<br>1.6%            | 4<br>1.3%            |
| SUNDAY STAR TIMES | 31<br>9.4%           | 33<br>10.1%          | 35<br>10.9%          |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|---|----------------------|----------------------|----------------------|
| CENTRAL COMMUNITY NPS (WEEKLY COVERAGE) | 129<br>39.1%         | 172<br>52.4%         | 168<br>52.3%         |
| THE HUTT NEWS                           | 63<br>19.2%          | 63<br>19.3%          | 53<br>16.5%          |

# NEWSPAPER REPORT - WELLINGTON

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| KAPI-MANA NEWS    | 46<br>13.9%       | 44<br>13.3%       | 44<br>13.7%       |
| UPPER HUTT LEADER | 26<br>8.0%        | 23<br>7.1%        | 22<br>6.9%        |

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|--|----------------------|----------------------|----------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 323                  | 322                  | 315                  |
| SAMPLE SIZE 15+                              | 1,034                | 1,039                | 1,007                |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|           | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-----------|----------------------|----------------------|----------------------|
| THE PRESS | 105<br>32.5%         | 103<br>32.1%         | 105<br>33.4%         |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| SUNDAY NEWS       | 7<br>2.2%            | 8<br>2.4%            | 9<br>2.7%            |
| SUNDAY STAR TIMES | 27<br>8.3%           | 27<br>8.2%           | 32<br>10.2%          |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                         | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------------|----------------------|----------------------|----------------------|
| THE STAR MAX CIRC (AIR) | 101<br>31.3%         | 106<br>32.9%         |                      |
| THE STAR (CHRISTCHURCH) | 90<br>27.8%          | 99<br>30.6%          | 101<br>32.0%         |

## NEWSPAPER REPORT - CHRISTCHURCH

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 -<br>Q4 17 | CMI Q4 16 -<br>Q3 17 | CMI Q1 16 -<br>Q4 16 |
|-------------------|----------------------|----------------------|----------------------|
| CHRISTCHURCH MAIL | 90<br>27.7%          | 93<br>29.0%          | 102<br>32.3%         |
| BAY HARBOUR NEWS  | 8<br>2.5%            | 7<br>2.2%            |                      |

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 491               | 491               |                   |
| SAMPLE SIZE 15+                              | 1,394             | 1,407             |                   |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                         | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------------|-------------------|-------------------|-------------------|
| THE STAR MAX CIRC (AIR) | 133<br>27.0%      | 137<br>27.9%      |                   |
| SELWYN TIMES            | 39<br>7.9%        | 37<br>7.5%        |                   |
| BAY HARBOUR NEWS        | 9<br>1.9%         | 8<br>1.7%         |                   |

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

|  | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s)<br>(TOTAL 15+): | 99                | 100               | 98                |
| SAMPLE SIZE 15+                              | 365               | 380               | 381               |

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| OTAGO DAILY TIMES | 47<br>47.4%       | 51<br>51.3%       | 48<br>48.6%       |

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                   | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|-------------------|-------------------|-------------------|-------------------|
| SUNDAY NEWS       | 1<br>1.3%         | 2<br>1.6%         | 1<br>0.9%         |
| SUNDAY STAR TIMES | 12<br>12.6%       | 11<br>11.4%       | 10<br>9.9%        |

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

|                    | CMI Q1 17 - Q4 17 | CMI Q4 16 - Q3 17 | CMI Q1 16 - Q4 16 |
|--------------------|-------------------|-------------------|-------------------|
| THE STAR (DUNEDIN) | 46<br>46.3%       | 48<br>48.3%       | 50<br>51.0%       |