

Q2 2017 - Q1 2018

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2017 - Q1 2018

DELETIONS:

National Business Review
Auckland City Harbour News
Wellingtonian

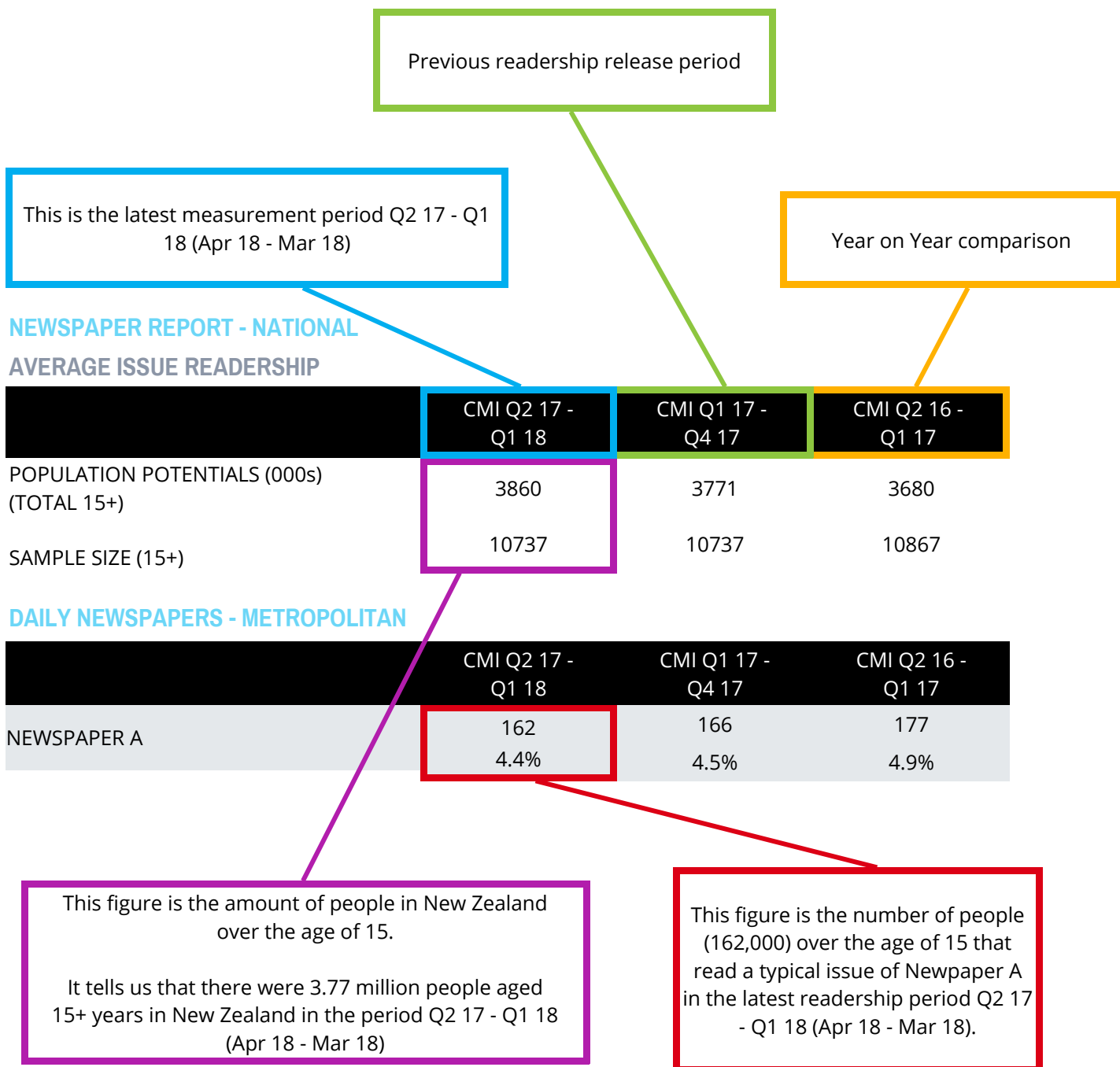
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday, June 21st 2018.

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 17 - Q1 18

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,860	3,771	3,771
SAMPLE SIZE 15+	10,527	10,727	10,733

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE NEW ZEALAND HERALD	459 11.9%	415 11.0%	425 11.3%
WAIKATO TIMES	51 1.3%	44 1.2%	60 1.6%
THE DOMINION POST	159 4.1%	161 4.3%	168 4.5%
THE PRESS	160 4.2%	156 4.1%	162 4.3%
OTAGO DAILY TIMES	89 2.3%	92 2.4%	90 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL DAILIES	1,160 30.1%	1,109 29.4%	1,158 30.7%
ALL METROPOLITANS	850 22.0%	807 21.4%	828 22.0%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	394 10.2%	380 10.1%	403 10.7%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL DAILIES (WEEKLY COVERAGE)	1,880 48.7%	1,832 48.6%	1,894 50.2%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,462 37.9%	1,408 37.3%	1,441 38.2%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	681 17.6%	668 17.7%	684 18.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	90 2.3%	94 2.5%	111 3.0%
SUNDAY STAR TIMES	254 6.6%	248 6.6%	268 7.1%
HERALD ON SUNDAY	349 9.0%	326 8.7%	335 8.9%
NZ FARMER	120 3.1%	126 3.3%	

NEWSPAPER REPORT - NATIONAL

FORTNIGHTLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
OTAGO SOUTHLAND FARMER	31 0.8%	25 0.7%	25 0.7%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
CENTRAL DISTRICTS FARMER	28 0.7%	29 0.8%	30 0.8%
WAIKATO FARMER	18 0.5%	18 0.5%	25 0.7%
CANTERBURY FARMER	25 0.6%	25 0.7%	

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ADMIRE (NIM)	18 0.5%	19 0.5%	23 0.6%
BITE (UNDUPLICATED)	210 5.4%	190 5.0%	202 5.4%
CANVAS (UNDUPLICATED)	293 7.6%	266 7.1%	287 7.6%
SPY (UNDUPLICATED)	115 3.0%	101 2.7%	108 2.9%
SUNDAY (UNDUPLICATED)	227 5.9%	216 5.7%	233 6.2%
SUNDAY TRAVEL (UNDUPLICATED)	211 5.5%	197 5.2%	

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE BUSINESS (UNDUP)	261 6.8%	246 6.5%	251 6.7%
TIMEOUT (UNDUPLICATED)	256 6.6%	232 6.1%	281 7.4%
TRAVEL (UNDUPLICATED)	288 7.5%	265 7.0%	261 6.9%
VIVA (UNDUPLICATED)	231 6.0%	216 5.7%	236 6.2%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	18 0.5%	17 0.5%	24 0.6%
WEEKEND MAGAZINE (UNDUPLICATED)	293 7.6%	259 6.9%	280 7.4%
YOUR WEEKEND (UNDUPLICATED)	291 7.5%	285 7.6%	303 8.0%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,120	2,063	2,063
SAMPLE SIZE 15+	5,608	5,694	5,674

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE NEW ZEALAND HERALD	431 20.3%	390 18.9%	402 19.5%
WAIKATO TIMES	51 2.4%	44 2.1%	60 2.9%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	97 4.6%	93 4.5%	94 4.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	55 2.6%	54 2.6%	72 3.5%
SUNDAY STAR TIMES	118 5.6%	114 5.5%	125 6.0%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
HERALD ON SUNDAY	327 15.4%	302 14.6%	310 15.0%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	824	809	809
SAMPLE SIZE 15+	2,365	2,389	2,365

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE DOMINION POST	147 17.9%	148 18.3%	156 19.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	133 16.1%	132 16.3%	136 16.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	20 2.4%	27 3.4%	27 3.3%
SUNDAY STAR TIMES	73 8.8%	71 8.8%	76 9.4%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	916	899	899
SAMPLE SIZE 15+	2,554	2,644	2,694

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE PRESS	160 17.5%	156 17.4%	162 18.0%
OTAGO DAILY TIMES	89 9.7%	92 10.2%	90 10.0%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	114 12.4%	111 12.4%	113 12.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	15 1.7%	13 1.5%	13 1.4%
SUNDAY STAR TIMES	63 6.9%	63 7.0%	67 7.5%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,238	1,202	1,198
SAMPLE SIZE 15+	3,187	3,246	3,212

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE NEW ZEALAND HERALD	307 24.8%	274 22.8%	290 24.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	35 2.9%	33 2.8%	47 3.9%
SUNDAY STAR TIMES	77 6.2%	77 6.4%	92 7.7%
HERALD ON SUNDAY	226 18.2%	203 16.9%	223 18.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
STUFF SUBURBAN GROUP (COMB AIR)	481 38.9%	481 40.0%	504 42.0%

NEWSPAPER REPORT - AUCKLAND

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
STUFF SUBURBAN GROUP (WC)	536 43.3%	545 45.3%	592 49.4%
RODNEY TIMES	35 2.8%	32 2.7%	26 2.2%
CENTRAL LEADER	83 6.7%	70 5.9%	63 5.3%
EAST & BAYS COURIER	34 2.7%	39 3.3%	47 4.0%
EASTERN COURIER	65 5.3%	67 5.6%	77 6.4%
MANUKAU COURIER	100 8.1%	101 8.4%	109 9.1%
NORTH HARBOUR NEWS	12 1.0%	10 0.8%	12 1.0%
NOR-WEST NEWS	9 0.7%	10 0.8%	5 0.5%
NORTH SHORE TIMES	88 7.1%	89 7.4%	88 7.3%
PAPAKURA COURIER	26 2.1%	25 2.1%	25 2.1%
WESTERN LEADER	105 8.5%	103 8.6%	104 8.6%

NEWSPAPER REPORT - NATIONAL

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
STUFF SUBURBAN GROUP (COMB AIR)	497 12.9%	497 13.2%	521 13.8%
STUFF SUBURBAN GROUP (WC)	555 14.4%	561 14.9%	609 16.2%
RODNEY TIMES	57 1.5%	48 1.3%	55 1.5%
NOR-WEST NEWS	20 0.5%	22 0.6%	11 0.3%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	158	153	142
SAMPLE SIZE 15+	557	564	597

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE NEW ZEALAND HERALD	15 9.3%	12 8.0%	13 9.0%
WAIKATO TIMES	26 16.4%	25 16.2%	28 19.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	2 1.2%	2 1.4%	3 2.1%
SUNDAY STAR TIMES	7 4.5%	6 3.7%	8 5.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
HAMILTON PRESS	59 37.5%	57 37.2%	50 35.3%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	333	329	329
SAMPLE SIZE 15+	946	958	964

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE DOMINION POST	93 27.8%	95 28.8%	99 30.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	8 2.3%	8 2.6%	6 1.9%
SUNDAY STAR TIMES	33 10.0%	31 9.4%	36 10.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	127 38.0%	129 39.1%	177 53.7%
THE HUTT NEWS	62 18.6%	63 19.2%	57 17.4%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
KAPI-MANA NEWS	48 14.4%	46 13.9%	45 13.6%
UPPER HUTT LEADER	26 7.8%	26 8.0%	26 7.8%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	331	323	323
SAMPLE SIZE 15+	1,001	1,034	1,032

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE PRESS	107 32.2%	105 32.5%	106 33.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	7 2.2%	7 2.2%	8 2.3%
SUNDAY STAR TIMES	26 7.9%	27 8.3%	31 9.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE STAR (CHRISTCHURCH)	84 25.4%	90 27.8%	106 32.9%
CHRISTCHURCH MAIL	93 28.1%	90 27.7%	103 31.9%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	502	491	
SAMPLE SIZE 15+	1,352	1,394	

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE STAR MAX CIRC (AIR)	124 24.8%	133 27.0%	
SELWYN TIMES	34 6.8%	39 7.9%	
BAY HARBOUR NEWS	11 2.2%	9 1.9%	

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	100	99	99
SAMPLE SIZE 15+	360	365	378

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
OTAGO DAILY TIMES	44 43.7%	47 47.4%	49 49.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SUNDAY NEWS	2 1.6%	1 1.3%	1 1.2%
SUNDAY STAR TIMES	10 10.0%	12 12.6%	10 9.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
THE STAR (DUNEDIN)	47 47.5%	46 46.3%	45 45.4%

