

Q4 2017 - Q3 2018

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2017 - Q3 2018

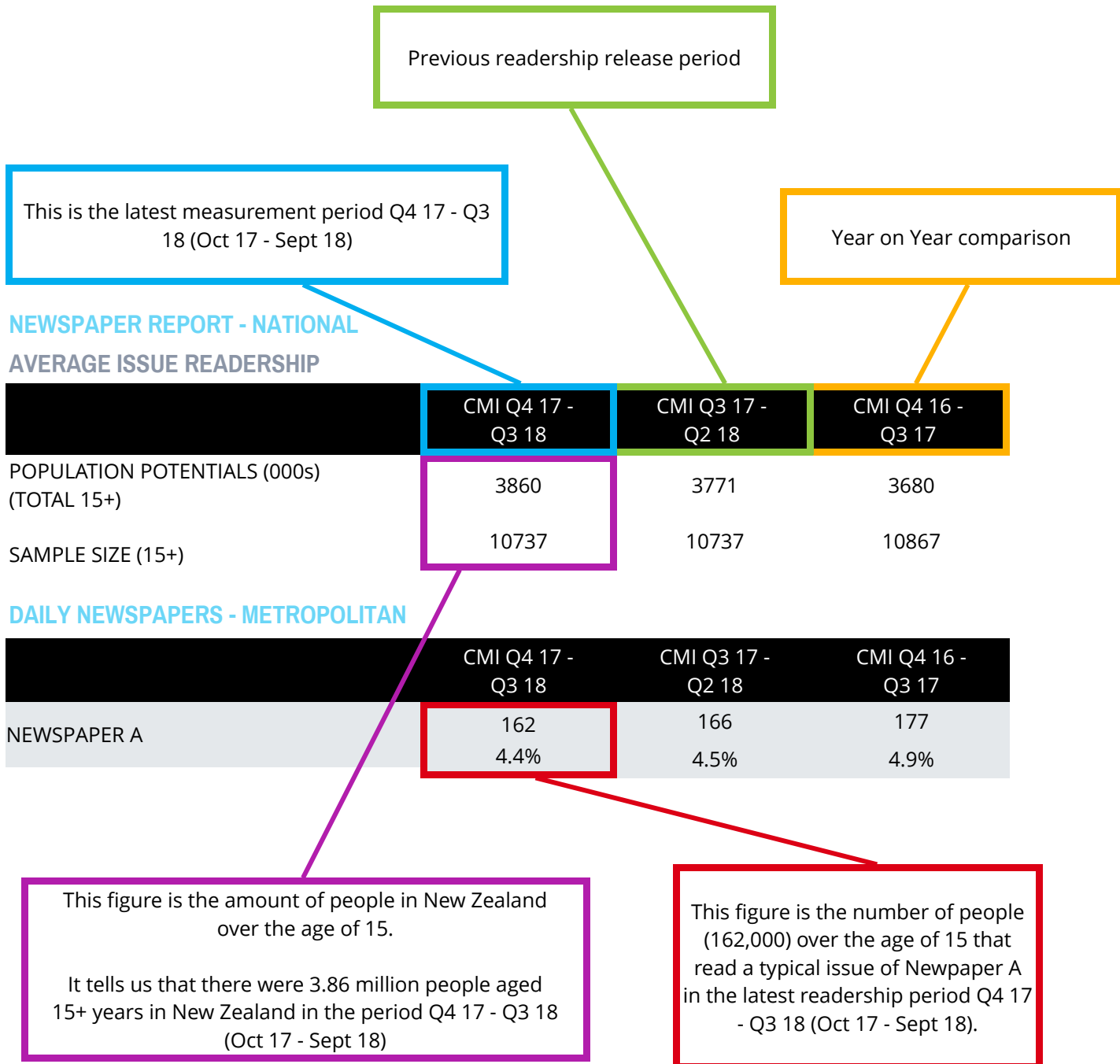
EMBARGO:

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

Q4 17 - Q3 18

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,860	3,860	3,771
SAMPLE SIZE 15+	10,156	10,320	10,737

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE NEW ZEALAND HERALD	453 11.7%	453 11.7%	420 11.1%
WAIKATO TIMES	46 1.2%	51 1.3%	51 1.3%
THE DOMINION POST	148 3.8%	153 4.0%	158 4.2%
THE PRESS	157 4.1%	157 4.1%	155 4.1%
OTAGO DAILY TIMES	84 2.2%	84 2.2%	94 2.5%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL DAILIES	1,105 28.6%	1,123 29.1%	1,127 29.9%
ALL METROPOLITANS	823 21.3%	826 21.4%	810 21.5%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	357 9.2%	379 9.8%	393 10.4%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL DAILIES (WEEKLY COVERAGE)	1,810 46.9%	1,844 47.8%	1,848 49.0%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,425 36.9%	1,439 37.3%	1,405 37.3%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	619 16.0%	659 17.1%	682 18.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	82 2.1%	89 2.3%	97 2.6%
SUNDAY STAR TIMES	230 6.0%	247 6.4%	251 6.6%
HERALD ON SUNDAY	328 8.5%	336 8.7%	341 9.1%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
CANVAS (UNDUPLICATED)	297 7.7%	288 7.5%	278 7.4%
SPY (UNDUPLICATED)	117 3.0%	119 3.1%	110 2.9%
SUNDAY (UNDUPLICATED)	216 5.6%	223 5.8%	218 5.8%
SUNDAY TRAVEL (UNDUPLICATED)	206 5.4%	210 5.4%	213 5.7%
THE BUSINESS (UNDUP)	262 6.8%	262 6.8%	249 6.6%
TIMEOUT (UNDUPLICATED)	257 6.7%	256 6.6%	248 6.6%
TRAVEL (UNDUPLICATED)	270 7.0%	281 7.3%	272 7.2%
VIVA (UNDUPLICATED)	227 5.9%	227 5.9%	221 5.9%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	19 0.5%	18 0.5%	18 0.5%
WEEKEND MAGAZINE (UNDUPLICATED)	294 7.6%	286 7.4%	273 7.2%
YOUR WEEKEND (UNDUPLICATED)	290 7.5%	293 7.6%	276 7.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
NORTH CANTERBURY NEWS	45 1.2%		

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,120	2,120	2,063
SAMPLE SIZE 15+	5,454	5,511	5,674

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE NEW ZEALAND HERALD	424 20.0%	423 20.0%	397 19.2%
WAIKATO TIMES	46 2.2%	51 2.4%	51 2.5%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 4.5%	96 4.5%	97 4.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	47 2.2%	53 2.5%	60 2.9%
SUNDAY STAR TIMES	109 5.1%	119 5.6%	114 5.5%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
HERALD ON SUNDAY	306 14.4%	313 14.8%	319 15.5%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	824	824	809
SAMPLE SIZE 15+	2,281	2,319	2,372

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE DOMINION POST	136 16.6%	142 17.2%	145 17.9%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	115 13.9%	125 15.2%	132 16.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	18 2.2%	17 2.0%	23 2.9%
SUNDAY STAR TIMES	61 7.4%	66 8.0%	73 9.0%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	916	916	899
SAMPLE SIZE 15+	2,421	2,490	2,691

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE PRESS	157 17.2%	157 17.1%	155 17.2%
OTAGO DAILY TIMES	84 9.2%	84 9.1%	94 10.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	103 11.2%	108 11.8%	113 12.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	17 1.8%	19 2.0%	13 1.5%
SUNDAY STAR TIMES	60 6.6%	62 6.8%	64 7.1%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,238	1,238	1,202
SAMPLE SIZE 15+	3,110	3,141	3,223

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE NEW ZEALAND HERALD	300 24.2%	301 24.3%	285 23.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	30 2.4%	31 2.5%	35 2.9%
SUNDAY STAR TIMES	67 5.4%	76 6.1%	81 6.7%
HERALD ON SUNDAY	212 17.1%	216 17.5%	224 18.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
STUFF SUBURBAN GROUP (COMB AIR)	471 38.0%	476 38.5%	492 40.9%

NEWSPAPER REPORT - AUCKLAND

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
STUFF SUBURBAN GROUP (WC)	510 41.2%	525 42.4%	568 47.3%
RODNEY TIMES	29 2.3%	29 2.4%	28 2.3%
CENTRAL LEADER	74 6.0%	77 6.2%	63 5.2%
EAST & BAYS COURIER	46 3.7%	40 3.2%	43 3.5%
EASTERN COURIER	65 5.2%	64 5.2%	69 5.8%
MANUKAU COURIER	96 7.8%	95 7.7%	104 8.7%
NORTH HARBOUR NEWS	13 1.1%	12 1.0%	10 0.8%
NOR-WEST NEWS	9 0.8%	10 0.8%	9 0.7%
NORTH SHORE TIMES	84 6.8%	86 7.0%	86 7.1%
PAPAKURA COURIER	24 1.9%	27 2.1%	26 2.2%
WESTERN LEADER	97 7.8%	103 8.3%	102 8.5%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	153	155	150
SAMPLE SIZE 15+	556	558	577

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE NEW ZEALAND HERALD	15 10.1%	15 9.4%	11 7.4%
WAIKATO TIMES	24 15.8%	26 16.8%	26 17.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	2 1.5%	2 1.3%	3 2.2%
SUNDAY STAR TIMES	8 5.2%	8 5.0%	7 4.5%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
HAMILTON PRESS	54 35.3%	59 37.9%	53 35.4%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	334	333	329
SAMPLE SIZE 15+	910	938	953

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE DOMINION POST	89 26.8%	91 27.3%	91 27.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	5 1.5%	6 1.9%	5 1.6%
SUNDAY STAR TIMES	28 8.4%	32 9.5%	33 10.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	111 33.3%	124 37.3%	172 52.4%
THE HUTT NEWS	58 17.5%	64 19.3%	63 19.3%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
KAPI-MANA NEWS	40 12.0%	47 14.1%	44 13.3%
UPPER HUTT LEADER	22 6.6%	24 7.1%	23 7.1%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	329	329	322
SAMPLE SIZE 15+	972	1,001	1,039

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE PRESS	103 31.3%	104 31.5%	103 32.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	6 1.7%	8 2.6%	8 2.4%
SUNDAY STAR TIMES	25 7.5%	24 7.2%	27 8.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE STAR (CHRISTCHURCH)	72 21.8%	78 23.6%	99 30.6%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	503	502	491
SAMPLE SIZE 15+	1,309	1,342	1,407

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
THE STAR MAX CIRC (AIR)	151 30.0%	119 23.6%	137 27.9%
BAY HARBOUR NEWS	11 2.1%	11 2.2%	8 1.7%
NORTH CANTERBURY NEWS	45 9.0%		
SELWYN TIMES	32 6.4%	35 7.0%	37 7.5%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	99	100	100
SAMPLE SIZE 15+	332	342	380

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
OTAGO DAILY TIMES	37 37.8%	39 38.6%	51 51.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
SUNDAY NEWS	2 1.9%	1 1.3%	2 1.6%
SUNDAY STAR TIMES	7 7.4%	9 8.6%	11 11.4%

