



Nielsen National Readership Report

Newspaper Toplines

Q4 2021 - Q3 2022

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2021 - Q3 2022

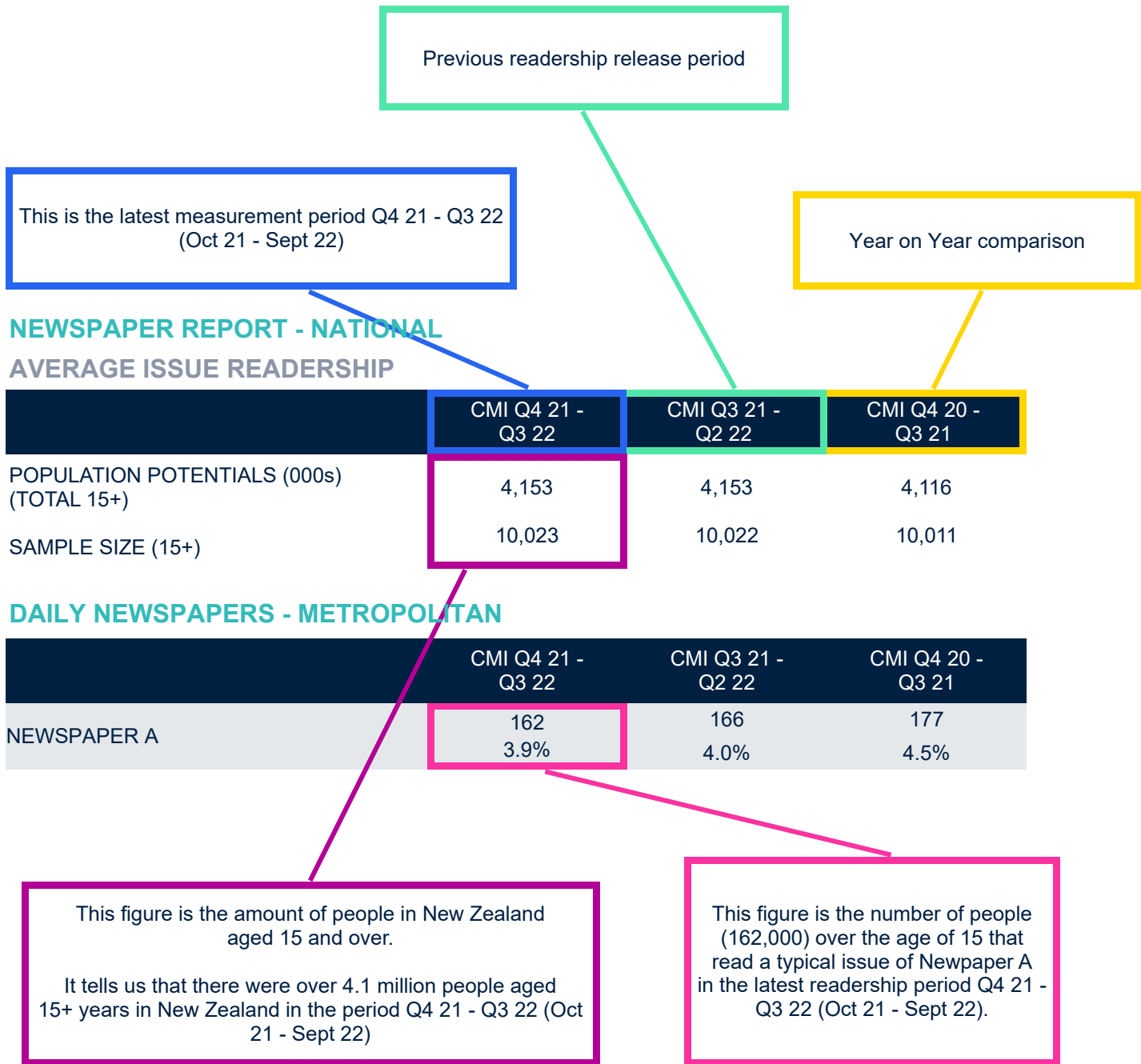
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 10 November 2022.

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 via nzmediahelpdesk@nielsen.com.

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 21 - Q3 22

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,153	4,153	4,116
SAMPLE SIZE 15+	10,022	10,023	10,004

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE NEW ZEALAND HERALD	591 14.2%	598 14.4%	589 14.3%
WAIKATO TIMES	73 1.8%	76 1.8%	73 1.8%
THE DOMINION POST	137 3.3%	139 3.4%	157 3.8%
THE PRESS	109 2.6%	113 2.7%	124 3.0%
OTAGO DAILY TIMES	94 2.3%	96 2.3%	97 2.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
ALL DAILIES	1,122 27.0%	1,147 27.6%	1,194 29.0%
ALL METROPOLITANS	888 21.4%	900 21.7%	933 22.7%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	340 8.2%	349 8.4%	356 8.6%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
ALL DAILIES (WEEKLY COVERAGE)	1,964 47.3%	2,006 48.3%	2,078 50.5%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,621 39.0%	1,647 39.7%	1,715 41.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	660 15.9%	669 16.1%	672 16.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	129 3.1%	120 2.9%	130 3.2%
SUNDAY STAR TIMES	223 5.4%	234 5.6%	226 5.5%
HERALD ON SUNDAY	335 8.1%	346 8.3%	353 8.6%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
FISHING AND OUTDOORS	282 6.8%	275 6.6%	281 6.8%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
DRIVEN (UNDUPLICATED)	194 4.7%	207 5.0%	221 5.4%
CANVAS/WEEKEND (UNDUPLICATED)	308 7.4%	317 7.6%	333 8.1%
BE WELL (UNDUPLICATED)	192 4.6%	201 4.9%	200 4.9%
SPY (UNDUPLICATED)	118 2.8%	126 3.0%	136 3.3%
SUNDAY (UNDUPLICATED)	251 6.0%	276 6.6%	285 6.9%
SUNDAY TRAVEL (UNDUPLICATED)	213 5.1%	216 5.2%	237 5.8%
TIMEOUT (UNDUPLICATED)	311 7.5%	325 7.8%	347 8.4%
TRAVEL (UNDUPLICATED)	392 9.4%	405 9.8%	408 9.9%
VIVA (UNDUPLICATED)	259 6.2%	262 6.3%	283 6.9%
YOUR WEEKEND (UNDUPLICATED)	320 7.7%	323 7.8%	353 8.6%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,268	2,268	2,253
SAMPLE SIZE 15+	5,490	5,404	5,336

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE NEW ZEALAND HERALD	521 23.0%	530 23.4%	536 23.8%
WAIKATO TIMES	73 3.2%	76 3.4%	73 3.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	88 3.9%	90 4.0%	95 4.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	75 3.3%	70 3.1%	88 3.9%
SUNDAY STAR TIMES	104 4.6%	113 5.0%	105 4.7%
HERALD ON SUNDAY	303 13.4%	316 14.0%	317 14.1%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	893	893	882
SAMPLE SIZE 15+	2,141	2,181	2,210

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE DOMINION POST	108 12.1%	110 12.3%	128 14.5%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	98 11.0%	108 12.1%	105 11.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	21 2.4%	22 2.4%	27 3.1%
SUNDAY STAR TIMES	47 5.3%	50 5.6%	50 5.7%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	991	991	982
SAMPLE SIZE 15+	2,391	2,438	2,458

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE PRESS	109 11.0%	113 11.4%	124 12.7%
OTAGO DAILY TIMES	94 9.4%	95 9.6%	97 9.8%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	84 8.5%	78 7.9%	88 8.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	33 3.3%	29 2.9%	14 1.5%
SUNDAY STAR TIMES	71 7.1%	72 7.2%	71 7.3%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,281	1,280	1,285
SAMPLE SIZE 15+	3,205	3,160	3,055

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE NEW ZEALAND HERALD	348 27.2%	368 28.7%	368 28.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	40 3.1%	43 3.4%	52 4.0%
SUNDAY STAR TIMES	69 5.4%	70 5.5%	64 5.0%
HERALD ON SUNDAY	213 16.6%	222 17.3%	221 17.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
RODNEY TIMES	43 3.4%	43 3.4%	26 2.0%
CENTRAL LEADER	66 5.1%	70 5.5%	82 6.4%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
EAST & BAYS COURIER	35 2.8%	34 2.6%	26 2.0%
EASTERN COURIER	73 5.7%	70 5.5%	65 5.1%
MANUKAU COURIER	118 9.2%	118 9.2%	71 5.5%
NORTH HARBOUR NEWS	15 1.2%	15 1.2%	18 1.4%
NOR-WEST NEWS	10 0.8%	10 0.8%	11 0.9%
NORTH SHORE TIMES	87 6.8%	89 7.0%	58 4.5%
PAPAKURA COURIER	45 3.5%	41 3.2%	38 3.0%
WESTERN LEADER	89 6.9%	91 7.1%	59 4.6%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	177	174	170
SAMPLE SIZE 15+	469	475	480

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE NEW ZEALAND HERALD	27 15.0%	26 14.8%	26 15.5%
WAIKATO TIMES	36 20.2%	32 18.6%	28 16.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	5 2.7%	3 1.5%	3 2.0%
SUNDAY STAR TIMES	5 2.8%	6 3.3%	6 3.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
HAMILTON PRESS	59 33.1%	55 31.9%	51 30.0%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	358	358	355
SAMPLE SIZE 15+	835	858	923

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE DOMINION POST	70 19.5%	72 20.2%	89 25.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	9 2.6%	9 2.5%	14 3.8%
SUNDAY STAR TIMES	29 8.1%	30 8.3%	27 7.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE HUTT NEWS	73 20.5%	67 18.7%	69 19.3%
KAPI-MANA NEWS	35 9.7%	36 10.1%	39 11.0%
UPPER HUTT LEADER	26 7.2%	30 8.4%	28 7.9%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	341	343	344
SAMPLE SIZE 15+	900	925	933

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE PRESS	72 21.0%	73 21.3%	82 23.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	18 5.2%	14 4.2%	9 2.6%
SUNDAY STAR TIMES	31 9.1%	34 9.8%	41 12.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE STAR (CHRISTCHURCH)	92 26.9%	96 27.9%	104 30.1%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	536	536	532
SAMPLE SIZE 15+	1,301	1,335	1,365

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
BAY HARBOUR NEWS	13 2.5%	12 2.3%	11 2.0%
SELWYN TIMES	43 8.0%	48 9.0%	47 8.8%
NORTH CANTERBURY NEWS	54 10.0%	54 10.1%	51 9.6%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	111	107	103
SAMPLE SIZE 15+	330	333	338

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
OTAGO DAILY TIMES	44 39.9%	42 38.8%	42 40.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
SUNDAY NEWS	2 1.4%	1 1.2%	1 1.0%
SUNDAY STAR TIMES	10 9.0%	10 9.1%	9 9.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
THE STAR (DUNEDIN)	40 35.9%	39 35.9%	47 45.3%