



# Nielsen National Readership Report

Newspaper Toplines

Q1 2022 - Q4 2022

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q1 2022 - Q4 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 2 March 2023.

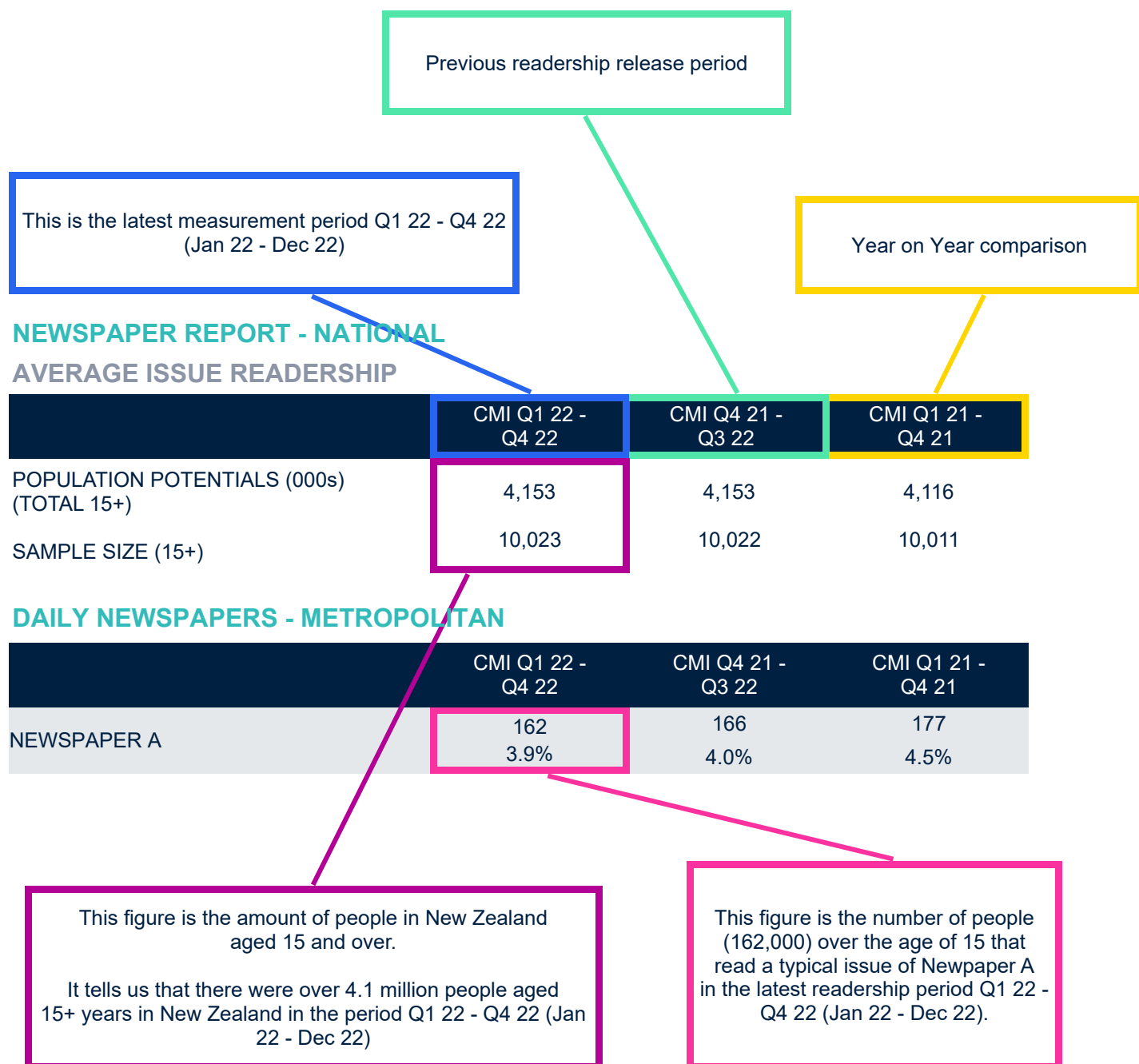
## NEW

Life Magazine (NIM)

## 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](mailto: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

## Q1 22 - Q4 22

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,153	4,153	4,116
SAMPLE SIZE 15+	10,003	10,022	10,011

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE NEW ZEALAND HERALD	576 13.9%	591 14.2%	595 14.5%
WAIKATO TIMES	70 1.7%	73 1.8%	73 1.8%
THE DOMINION POST	138 3.3%	137 3.3%	142 3.4%
THE PRESS	109 2.6%	109 2.6%	126 3.1%
OTAGO DAILY TIMES	95 2.3%	94 2.3%	93 2.3%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
ALL DAILIES	1,106 26.6%	1,122 27.0%	1,171 28.4%
ALL METROPOLITANS	873 21.0%	888 21.4%	917 22.3%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	333 8.0%	340 8.2%	344 8.4%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
ALL DAILIES (WEEKLY COVERAGE)	1,967 47.4%	1,964 47.3%	2,031 49.3%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,624 39.1%	1,621 39.0%	1,662 40.4%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	665 16.0%	660 15.9%	663 16.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	126 3.0%	129 3.1%	120 2.9%
SUNDAY STAR TIMES	231 5.6%	223 5.4%	206 5.0%
HERALD ON SUNDAY	315 7.6%	335 8.1%	356 8.6%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
FISHING AND OUTDOORS	302 7.3%	282 6.8%	275 6.7%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
DRIVEN (UNDUPLICATED)	194 4.7%	194 4.7%	202 4.9%
CANVAS/WEEKEND (UNDUPLICATED)	312 7.5%	308 7.4%	320 7.8%
SUNDAY (UNDUPLICATED)	258 6.2%	251 6.0%	273 6.6%
RESET/TRAVEL (UNDUPLICATED)	203 4.9%	213 5.1%	223 5.4%
TIMEOUT (UNDUPLICATED)	303 7.3%	311 7.5%	335 8.1%
TRAVEL (UNDUPLICATED)	405 9.8%	392 9.4%	390 9.5%
LIFE MAGAZINE (UNDUPLICATED)	255 6.1%		
VIVA (UNDUPLICATED)	262 6.3%	259 6.2%	270 6.6%
YOUR WEEKEND (UNDUPLICATED)	326 7.8%	320 7.7%	341 8.3%

## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,276	2,268	2,253
SAMPLE SIZE 15+	5,406	5,490	5,441

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE NEW ZEALAND HERALD	509 22.4%	521 23.0%	540 24.0%
WAIKATO TIMES	70 3.1%	73 3.2%	73 3.2%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	86 3.8%	88 3.9%	87 3.9%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	75 3.3%	75 3.3%	81 3.6%
SUNDAY STAR TIMES	109 4.8%	104 4.6%	97 4.3%
HERALD ON SUNDAY	283 12.4%	303 13.4%	323 14.3%



## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	885	893	882
SAMPLE SIZE 15+	2,193	2,141	2,161

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE DOMINION POST	107 12.1%	108 12.1%	113 12.8%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	101 11.4%	98 11.0%	109 12.4%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	21 2.3%	21 2.4%	23 2.6%
SUNDAY STAR TIMES	52 5.8%	47 5.3%	43 4.9%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	991	991	982
SAMPLE SIZE 15+	2,404	2,391	2,409

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE PRESS	109 11.0%	109 11.0%	125 12.8%
OTAGO DAILY TIMES	95 9.6%	94 9.4%	93 9.5%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	79 7.9%	84 8.5%	79 8.0%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	30 3.0%	33 3.3%	16 1.7%
SUNDAY STAR TIMES	71 7.1%	71 7.1%	67 6.8%

## NEWSPAPER REPORT - AUCKLAND METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,280	1,281	1,286
SAMPLE SIZE 15+	3,066	3,205	3,154

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE NEW ZEALAND HERALD	342 26.7%	348 27.2%	372 28.9%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	44 3.4%	40 3.1%	52 4.0%
SUNDAY STAR TIMES	70 5.5%	69 5.4%	61 4.7%
HERALD ON SUNDAY	201 15.7%	213 16.6%	226 17.6%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
RODNEY TIMES	40 3.1%	43 3.4%	27 2.1%
CENTRAL LEADER	69 5.4%	66 5.1%	72 5.6%

## NEWSPAPER REPORT - AUCKLAND METROPOLITAN

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
EAST & BAYS COURIER	35 2.7%	35 2.8%	30 2.4%
EASTERN COURIER	75 5.8%	73 5.7%	62 4.9%
MANUKAU COURIER	113 8.8%	118 9.2%	68 5.3%
NORTH HARBOUR NEWS	20 1.6%	15 1.2%	17 1.3%
NOR-WEST NEWS	10 0.8%	10 0.8%	13 1.0%
NORTH SHORE TIMES	88 6.9%	87 6.8%	58 4.5%
PAPAKURA COURIER	45 3.5%	45 3.5%	39 3.0%
WESTERN LEADER	94 7.3%	89 6.9%	57 4.5%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	177	177	168
SAMPLE SIZE 15+	478	469	470

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE NEW ZEALAND HERALD	28 15.8%	27 15.0%	23 13.9%
WAIKATO TIMES	35 19.9%	36 20.2%	26 15.4%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	5 2.7%	5 2.7%	2 1.5%
SUNDAY STAR TIMES	5 2.7%	5 2.8%	6 3.4%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
HAMILTON PRESS	58 32.9%	59 33.1%	50 29.5%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	359	358	355
SAMPLE SIZE 15+	858	835	888

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE DOMINION POST	69 19.3%	70 19.5%	80 22.5%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	8 2.1%	9 2.6%	13 3.6%
SUNDAY STAR TIMES	31 8.5%	29 8.1%	25 7.1%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE HUTT NEWS	69 19.3%	73 20.5%	64 17.9%
KAPI-MANA NEWS	34 9.6%	35 9.7%	42 11.8%
UPPER HUTT LEADER	27 7.6%	26 7.2%	32 9.0%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	338	341	347
SAMPLE SIZE 15+	874	900	927

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE PRESS	72 21.4%	72 21.0%	76 22.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	17 4.9%	18 5.2%	10 2.8%
SUNDAY STAR TIMES	32 9.5%	31 9.1%	34 9.9%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE STAR (CHRISTCHURCH)	89 26.4%	92 26.9%	98 28.2%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	536	536	532
SAMPLE SIZE 15+	1,298	1,301	1,320

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
BAY HARBOUR NEWS	13 2.4%	13 2.5%	12 2.3%
SELWYN TIMES	38 7.0%	43 8.0%	50 9.4%
NORTH CANTERBURY NEWS	63 11.7%	54 10.0%	49 9.2%



## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s) (TOTAL 15+):	111	111	105
SAMPLE SIZE 15+	338	330	327

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
OTAGO DAILY TIMES	42 38.0%	44 39.9%	41 38.8%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
SUNDAY NEWS	2 1.8%	2 1.4%	1 1.0%
SUNDAY STAR TIMES	9 8.4%	10 9.0%	9 8.7%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
THE STAR (DUNEDIN)	41 36.7%	40 35.9%	44 41.8%