



# Nielsen National Readership Report

Newspaper Toplines

Q2 2022 - Q1 2023

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q2 2022 - Q1 2023

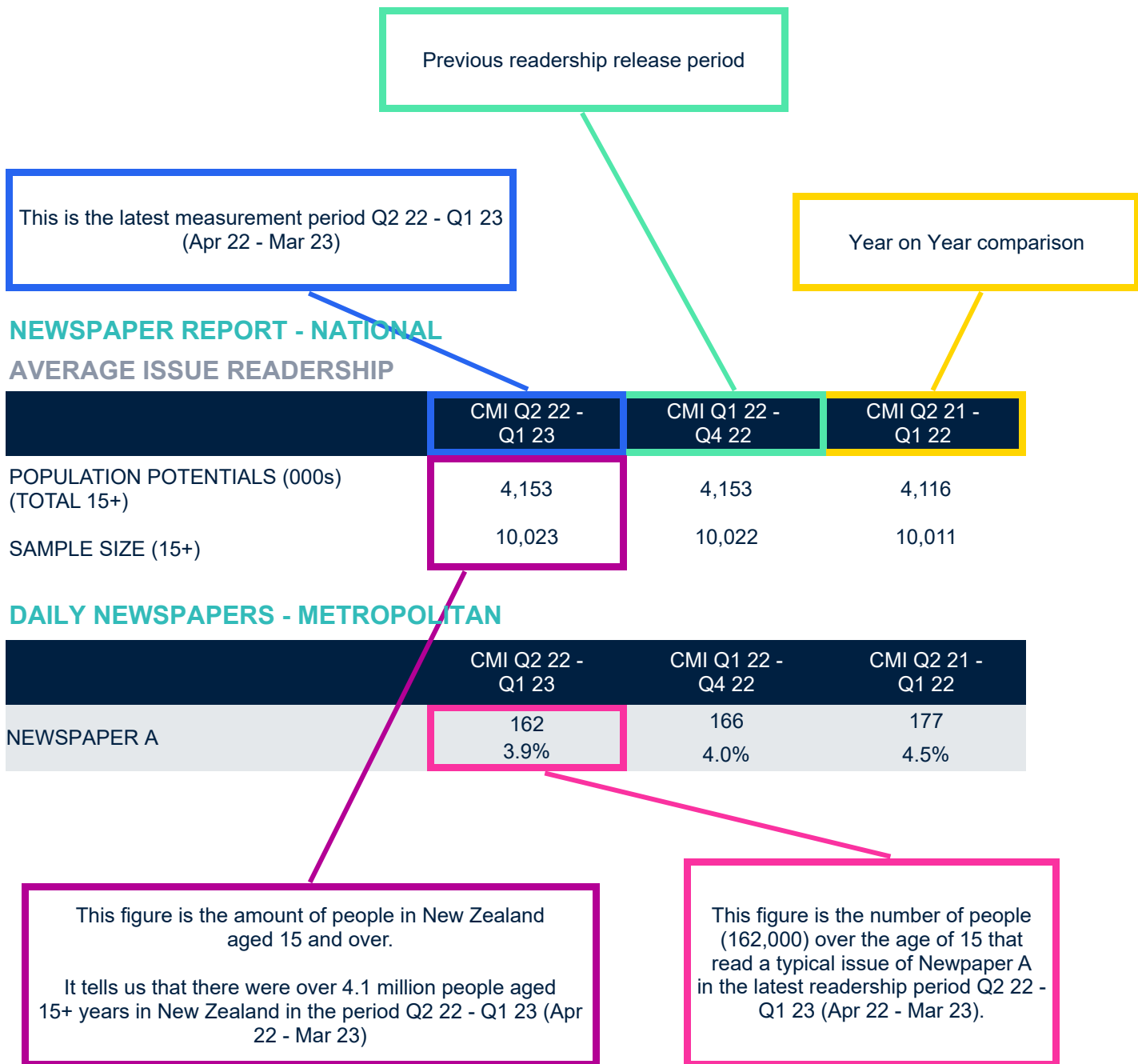
## EMBARGO

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 15 June 2023

## 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

## Q2 22 - Q1 23

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,158	4,153	4,153
SAMPLE SIZE 15+	10,002	10,003	10,022

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE NEW ZEALAND HERALD	564 13.6%	576 13.9%	602 14.5%
WAIKATO TIMES	64 1.6%	70 1.7%	74 1.8%
THE DOMINION POST	132 3.2%	138 3.3%	140 3.4%
THE PRESS	115 2.8%	109 2.6%	117 2.8%
OTAGO DAILY TIMES	98 2.3%	95 2.3%	92 2.2%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
ALL DAILIES	1,107 26.6%	1,106 26.6%	1,166 28.1%
ALL METROPOLITANS	869 20.9%	873 21.0%	909 21.9%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	332 8.0%	333 8.0%	355 8.6%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
ALL DAILIES (WEEKLY COVERAGE)	1,981 47.6%	1,967 47.4%	2,040 49.1%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,627 39.1%	1,624 39.1%	1,669 40.2%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	673 16.2%	665 16.0%	677 16.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	137 3.3%	126 3.0%	125 3.0%
SUNDAY STAR TIMES	225 5.4%	231 5.6%	214 5.2%
HERALD ON SUNDAY	299 7.2%	315 7.6%	348 8.4%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
FISHING AND OUTDOORS	303 7.3%	302 7.3%	267 6.4%

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
DRIVEN (UNDUPLICATED)	196 4.7%	194 4.7%	197 4.7%
CANVAS/WEEKEND (UNDUPLICATED)	317 7.6%	312 7.5%	306 7.4%
SUNDAY (UNDUPLICATED)	270 6.5%	258 6.2%	259 6.2%
RESET/TRAVEL (UNDUPLICATED)	188 4.5%	203 4.9%	224 5.4%
TIMEOUT (UNDUPLICATED)	319 7.7%	303 7.3%	335 8.1%
TRAVEL (UNDUPLICATED)	409 9.8%	405 9.8%	402 9.7%
LIFE MAGAZINE (UNDUPLICATED)	256 6.1%	255 6.1%	
VIVA (UNDUPLICATED)	262 6.3%	262 6.3%	254 6.1%
YOUR WEEKEND (UNDUPLICATED)	327 7.9%	326 7.8%	335 8.1%

## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,274	2,276	2,268
SAMPLE SIZE 15+	5,436	5,406	5,413

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE NEW ZEALAND HERALD	506 22.3%	509 22.4%	534 23.6%
WAIKATO TIMES	64 2.8%	70 3.1%	74 3.3%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	88 3.8%	86 3.8%	91 4.0%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	86 3.8%	75 3.3%	79 3.5%
SUNDAY STAR TIMES	103 4.5%	109 4.8%	98 4.3%
HERALD ON SUNDAY	270 11.9%	283 12.4%	317 14.0%



## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	887	885	893
SAMPLE SIZE 15+	2,174	2,193	2,191

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE DOMINION POST	105 11.8%	107 12.1%	113 12.6%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	98 11.1%	101 11.4%	113 12.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	26 3.0%	21 2.3%	21 2.4%
SUNDAY STAR TIMES	51 5.7%	52 5.8%	47 5.3%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	997	991	991
SAMPLE SIZE 15+	2,392	2,404	2,418

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE PRESS	115 11.5%	109 11.0%	117 11.8%
OTAGO DAILY TIMES	98 9.8%	95 9.6%	92 9.3%

## DAILY NEWSPAPERS - SUMMARY

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	84 8.4%	79 7.9%	81 8.1%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	25 2.5%	30 3.0%	25 2.5%
SUNDAY STAR TIMES	72 7.2%	71 7.1%	69 7.0%

## NEWSPAPER REPORT - AUCKLAND METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,261	1,280	1,282
SAMPLE SIZE 15+	3,069	3,066	3,165

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE NEW ZEALAND HERALD	339 26.9%	342 26.7%	366 28.6%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	48 3.8%	44 3.4%	51 4.0%
SUNDAY STAR TIMES	67 5.3%	70 5.5%	61 4.8%
HERALD ON SUNDAY	189 15.0%	201 15.7%	228 17.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
RODNEY TIMES	42 3.4%	40 3.1%	41 3.2%
CENTRAL LEADER	60 4.7%	69 5.4%	70 5.5%

# NEWSPAPER REPORT - AUCKLAND METROPOLITAN

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
EAST & BAYS COURIER	31 2.5%	35 2.7%	32 2.5%
EASTERN COURIER	69 5.5%	75 5.8%	67 5.2%
MANUKAU COURIER	113 9.0%	113 8.8%	114 8.9%
NORTH HARBOUR NEWS	23 1.8%	20 1.6%	15 1.2%
NOR-WEST NEWS	13 1.0%	10 0.8%	11 0.9%
NORTH SHORE TIMES	81 6.4%	88 6.9%	93 7.3%
PAPAKURA COURIER	43 3.4%	45 3.5%	40 3.1%
WESTERN LEADER	96 7.6%	94 7.3%	89 6.9%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	179	177	171
SAMPLE SIZE 15+	475	478	485

## DAILY NEWSPAPERS - METROPOLITAN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE NEW ZEALAND HERALD	27 15.2%	28 15.8%	24 14.2%
WAIKATO TIMES	31 17.4%	35 19.9%	32 18.6%

## WEEKLY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	6 3.2%	5 2.7%	2 1.4%
SUNDAY STAR TIMES	5 2.8%	5 2.7%	5 3.2%

## COMMUNITY NEWSPAPERS

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
HAMILTON PRESS	58 32.6%	58 32.9%	54 31.4%

## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	357	359	358
SAMPLE SIZE 15+	853	858	888

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE DOMINION POST	69 19.3%	69 19.3%	77 21.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	13 3.6%	8 2.1%	9 2.6%
SUNDAY STAR TIMES	27 7.6%	31 8.5%	28 7.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE HUTT NEWS	62 17.2%	69 19.3%	69 19.3%
KAPI-MANA NEWS	35 9.7%	34 9.6%	41 11.4%
UPPER HUTT LEADER	29 8.2%	27 7.6%	33 9.3%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	339	338	343
SAMPLE SIZE 15+	892	874	913

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE PRESS	73 21.6%	72 21.4%	72 20.9%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	15 4.5%	17 4.9%	11 3.3%
SUNDAY STAR TIMES	32 9.4%	32 9.5%	32 9.2%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE STAR (CHRISTCHURCH)	91 27.0%	89 26.4%	98 28.6%

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	541	536	536
SAMPLE SIZE 15+	1,294	1,298	1,324

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
BAY HARBOUR NEWS	15 2.8%	13 2.4%	13 2.4%
SELWYN TIMES	46 8.5%	38 7.0%	45 8.5%
NORTH CANTERBURY NEWS	64 11.7%	63 11.7%	51 9.4%



## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	110	111	106
SAMPLE SIZE 15+	349	338	328

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
OTAGO DAILY TIMES	44 40.1%	42 38.0%	41 38.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
SUNDAY NEWS	3 2.6%	2 1.8%	1 1.1%
SUNDAY STAR TIMES	10 8.8%	9 8.4%	10 9.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
THE STAR (DUNEDIN)	41 37.3%	41 36.7%	43 40.5%