



Nielsen National Readership Report

Newspaper Toplines

Q3 2022 - Q2 2023

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2022 - Q2 2023

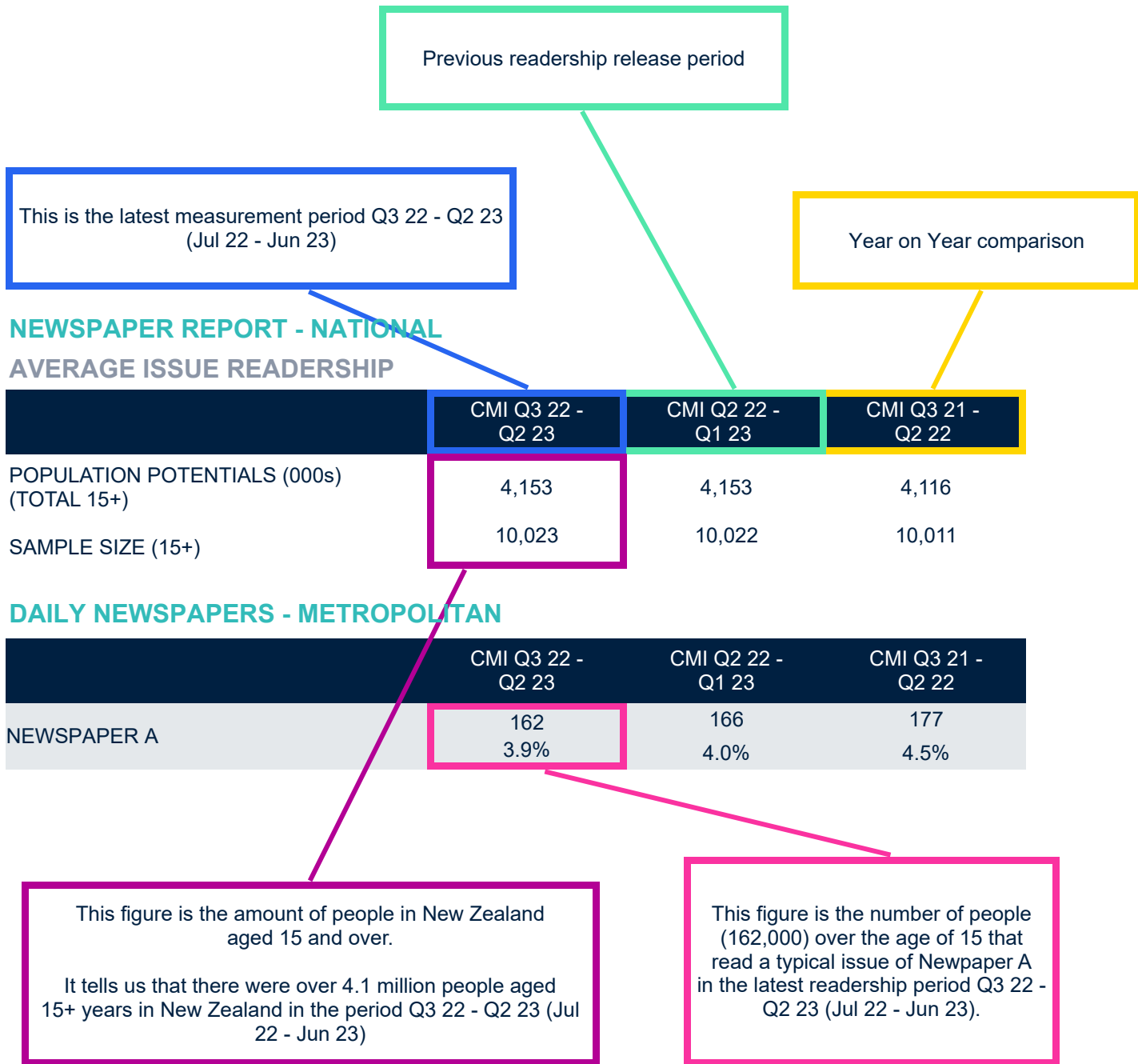
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Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 7 September 2023

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.

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

Q3 22 - Q2 23

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	4,158	4,158	4,153
SAMPLE SIZE 15+	10,002	10,002	10,023

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE NEW ZEALAND HERALD	545 13.1%	564 13.6%	598 14.4%
WAIKATO TIMES	58 1.4%	64 1.6%	76 1.8%
THE DOMINION POST	128 3.1%	132 3.2%	139 3.4%
THE PRESS	113 2.7%	115 2.8%	113 2.7%
OTAGO DAILY TIMES	95 2.3%	98 2.3%	96 2.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
ALL DAILIES	1,090 26.2%	1,107 26.6%	1,147 27.6%
ALL METROPOLITANS	846 20.4%	869 20.9%	900 21.7%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	330 7.9%	332 8.0%	349 8.4%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
ALL DAILIES (WEEKLY COVERAGE)	1,963 47.2%	1,981 47.6%	2,006 48.3%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,590 38.2%	1,627 39.1%	1,647 39.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	672 16.2%	673 16.2%	669 16.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	133 3.2%	137 3.3%	120 2.9%
SUNDAY STAR TIMES	198 4.8%	225 5.4%	234 5.6%
HERALD ON SUNDAY	291 7.0%	299 7.2%	346 8.3%

MONTHLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
FISHING AND OUTDOORS	292 7.0%	303 7.3%	275 6.6%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
DRIVEN CAR GUIDE (UNDUPLICATED)	181 4.3%	196 4.7%	207 5.0%
CANVAS/WEEKEND (UNDUPLICATED)	290 7.0%	317 7.6%	317 7.6%
SUNDAY (UNDUPLICATED)	251 6.0%	270 6.5%	276 6.6%
RESET/TRAVEL (UNDUPLICATED)	174 4.2%	188 4.5%	216 5.2%
TIMEOUT (UNDUPLICATED)	303 7.3%	319 7.7%	325 7.8%
TRAVEL (UNDUPLICATED)	398 9.6%	409 9.8%	405 9.8%
LIFE MAGAZINE (UNDUPLICATED)	243 5.9%	256 6.1%	
VIVA (UNDUPLICATED)	240 5.8%	262 6.3%	262 6.3%
YOUR WEEKEND (UNDUPLICATED)	319 7.7%	327 7.9%	323 7.8%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,274	2,274	2,268
SAMPLE SIZE 15+	5,457	5,436	5,404

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE NEW ZEALAND HERALD	492 21.6%	506 22.3%	530 23.4%
WAIKATO TIMES	58 2.5%	64 2.8%	76 3.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	88 3.9%	88 3.8%	90 4.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	81 3.5%	86 3.8%	70 3.1%
SUNDAY STAR TIMES	83 3.6%	103 4.5%	113 5.0%
HERALD ON SUNDAY	264 11.6%	270 11.9%	316 14.0%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	887	887	893
SAMPLE SIZE 15+	2,167	2,174	2,181

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE DOMINION POST	103 11.6%	105 11.8%	110 12.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	94 10.5%	98 11.1%	108 12.1%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	28 3.1%	26 3.0%	22 2.4%
SUNDAY STAR TIMES	47 5.3%	51 5.7%	50 5.6%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	997	997	991
SAMPLE SIZE 15+	2,378	2,392	2,438

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE PRESS	113 11.4%	115 11.5%	113 11.4%
OTAGO DAILY TIMES	95 9.5%	98 9.8%	95 9.6%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	91 9.2%	84 8.4%	78 7.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	24 2.4%	25 2.5%	29 2.9%
SUNDAY STAR TIMES	68 6.8%	72 7.2%	72 7.2%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,262	1,261	1,280
SAMPLE SIZE 15+	3,065	3,069	3,160

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE NEW ZEALAND HERALD	326 25.8%	339 26.9%	368 28.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	49 3.9%	48 3.8%	43 3.4%
SUNDAY STAR TIMES	52 4.1%	67 5.3%	70 5.5%
HERALD ON SUNDAY	183 14.5%	189 15.0%	222 17.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
RODNEY TIMES	42 3.4%	42 3.4%	43 3.4%
CENTRAL LEADER	53 4.2%	60 4.7%	70 5.5%

NEWSPAPER REPORT - AUCKLAND METROPOLITAN

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
EAST & BAYS COURIER	25 2.0%	31 2.5%	34 2.6%
EASTERN COURIER	66 5.2%	69 5.5%	70 5.5%
MANUKAU COURIER	109 8.6%	113 9.0%	118 9.2%
NORTH HARBOUR NEWS	22 1.8%	23 1.8%	15 1.2%
NOR-WEST NEWS	9 0.7%	13 1.0%	10 0.8%
NORTH SHORE TIMES	76 6.0%	81 6.4%	89 7.0%
PAPAKURA COURIER	44 3.5%	43 3.4%	41 3.2%
WESTERN LEADER	89 7.0%	96 7.6%	91 7.1%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	178	179	174
SAMPLE SIZE 15+	468	475	475

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE NEW ZEALAND HERALD	24 13.6%	27 15.2%	26 14.8%
WAIKATO TIMES	28 16.0%	31 17.4%	32 18.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	7 3.7%	6 3.2%	3 1.5%
SUNDAY STAR TIMES	6 3.3%	5 2.8%	6 3.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
HAMILTON PRESS	60 33.6%	58 32.6%	55 31.9%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	356	357	358
SAMPLE SIZE 15+	865	853	858

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE DOMINION POST	65 18.3%	69 19.3%	72 20.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	12 3.5%	13 3.6%	9 2.5%
SUNDAY STAR TIMES	24 6.9%	27 7.6%	30 8.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE HUTT NEWS	59 16.6%	62 17.2%	67 18.7%
KAPI-MANA NEWS	32 9.0%	35 9.7%	36 10.1%
UPPER HUTT LEADER	31 8.7%	29 8.2%	30 8.4%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	338	339	343
SAMPLE SIZE 15+	892	892	925

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE PRESS	70 20.7%	73 21.6%	73 21.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	11 3.4%	15 4.5%	14 4.2%
SUNDAY STAR TIMES	27 8.1%	32 9.4%	34 9.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE STAR (CHRISTCHURCH)	83 24.7%	91 27.0%	96 27.9%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	541	541	536
SAMPLE SIZE 15+	1,285	1,294	1,335

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
BAY HARBOUR NEWS	13 2.5%	15 2.8%	12 2.3%
SELWYN TIMES	39 7.2%	46 8.5%	48 9.0%
NORTH CANTERBURY NEWS	57 10.5%	64 11.7%	54 10.1%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
POPULATION POTENTIALS (000s) (TOTAL 15+):	106	110	107
SAMPLE SIZE 15+	339	349	333

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
OTAGO DAILY TIMES	40 37.2%	44 40.1%	42 38.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
SUNDAY NEWS	4 3.4%	3 2.6%	1 1.2%
SUNDAY STAR TIMES	10 9.4%	10 8.8%	10 9.1%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 22 - Q2 23	CMI Q2 22 - Q1 23	CMI Q3 21 - Q2 22
THE STAR (DUNEDIN)	40 37.6%	41 37.3%	39 35.9%