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OF THE CONSUMER™

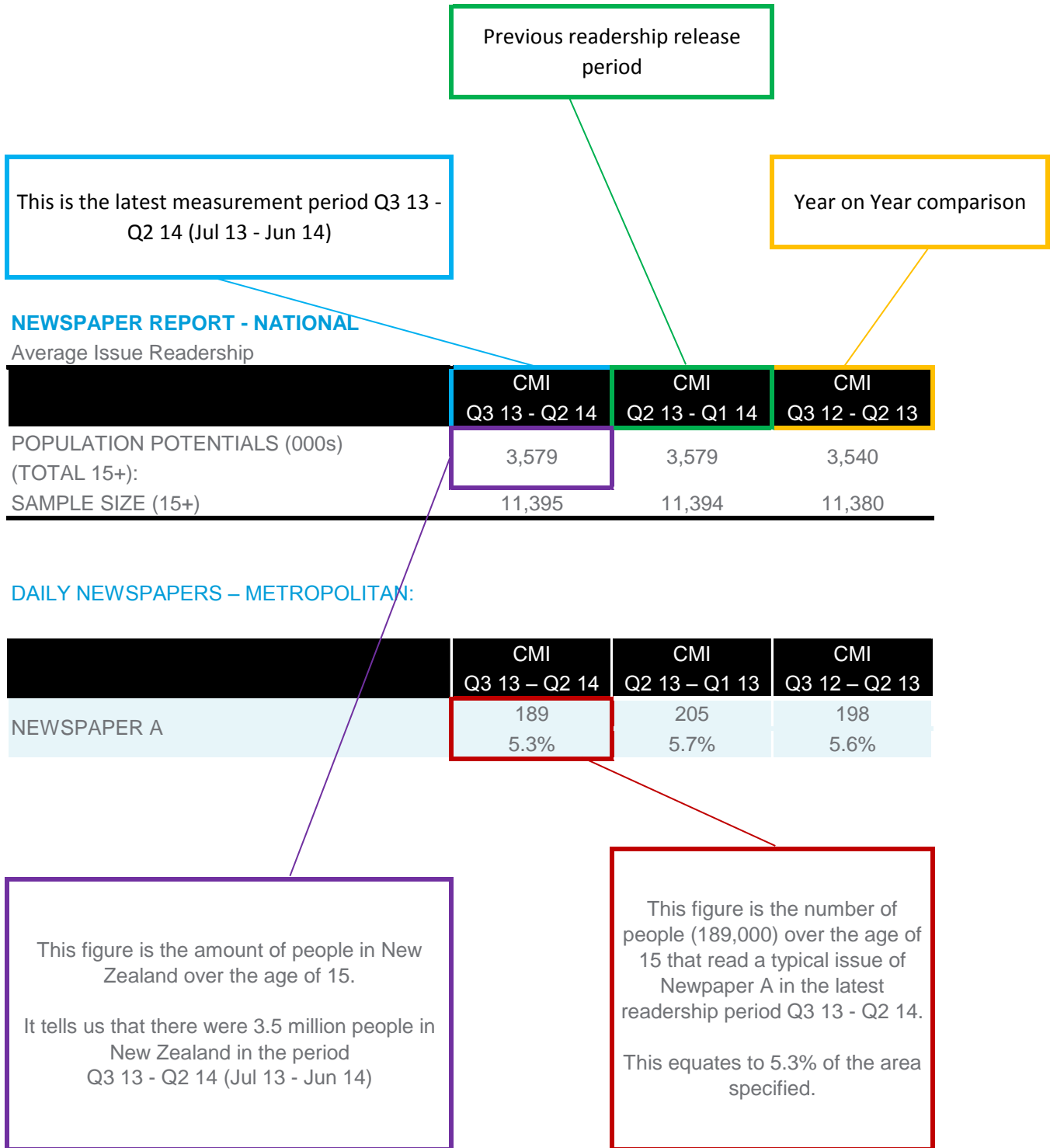
NIELSEN NATIONAL READERSHIP SURVEY

Q3 2013 – Q2 2014

NEWSPAPER COMPARATIVES



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 specific issues read over the past week.
For more information on these definitions please contact Nielsen.

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,579	3,579	3,540
SAMPLE SIZE (15+)	11,395	11,394	11,380

DAILY NEWSPAPERS – METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE NZ HERALD	470 13.1%	480 13.4%	505 14.3%
WAIKATO TIMES	87 2.4%	87 2.4%	83 2.3%
THE DOMINION POST	197 5.5%	205 5.7%	218 6.2%
THE PRESS	189 5.3%	191 5.3%	198 5.6%
OTAGO DAILY TIMES	83 2.3%	90 2.5%	98 2.8%

DAILY NEWSPAPERS - SUMMARY:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
ALL DAILIES	1,334 37.3%	1,371 38.3%	1,424 40.2%
ALL METROPOLITANS	922 25.8%	944 26.4%	993 28.0%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES)	521 14.5%	539 15.1%	548 15.5%
ALL DAILIES (WEEKLY COVERAGE)	2,161 60.4%	2,190 61.2%	2,264 64.0%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,631 45.6%	1,643 45.9%	1,719 48.5%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	835 23.3%	850 23.7%	870 24.6%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	167 4.7%	178 5.0%	188 5.3%
SUNDAY STAR TIMES	367 10.3%	382 10.7%	408 11.5%
HERALD ON SUNDAY	349 9.7%	371 10.4%	365 10.3%
NATIONAL BUSINESS REVIEW	37 1.0%	42 1.2%	49 1.4%

FORTNIGHTLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
DAIRY NEWS	58 1.6%	58 1.6%	65 1.8%
RURAL NEWS	201 5.6%	199 5.6%	175 4.9%
OTAGO SOUTHLAND FARMER	48 1.3%	41 1.1%	35 1.0%

MONTHLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
CENTRAL DISTRICTS FARMER	32 0.9%	33 0.9%	
WAIKATO TIMES FARMER	40 1.1%	39 1.1%	45 1.3%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
CANVAS (UNDUPLICATED)	374 10.5%	388 10.8%	414 11.7%
SUNDAY (UNDUPLICATED)	334 9.3%	355 9.9%	348 9.8%
TIMEOUT (UNDUPLICATED)	374 10.5%	393 11.0%	430 12.1%
VIVA (UNDUPLICATED)	281 7.8%	300 8.4%	319 9.0%
YOUR WEEKEND (UNDUPLICATED)	393 11.0%	394 11.0%	397 11.2%
TRAVEL (UNDUPLICATED)	311 8.7%	327 9.1%	354 10.0%
THE BUSINESS (UNDUPLICATED)	319 8.9%	344 9.6%	364 10.3%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	48 1.3%	53 1.5%	63 1.8%
WEEKEND MAGAZINE (UNDUPLICATED)	378 10.6%	401 11.2%	416 11.8%
LIVING (UNDUPLICATED)	277 7.7%	293 8.2%	299 8.4%
ELEMENT (UNDUPLICATED)	129 3.6%	131 3.7%	136 3.8%
OUTDOORS (UNDUPLICATED)	154 4.3%	161 4.5%	
BITE (UNDUPLICATED)	214 6.0%	222 6.2%	

NEWSPAPER REPORT - NORTHERN

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,936	1,936	1,911
SAMPLE SIZE (15+)	5968	5954	5942

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE NZ HERALD	451 23.3%	459 23.7%	487 25.5%
WAIKATO TIMES	87 4.5%	87 4.5%	83 4.3%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	103 5.3%	107 5.5%	123 6.4%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	110 5.7%	115 6.0%	130 6.8%
SUNDAY STAR TIMES	188 9.7%	190 9.8%	205 10.7%
HERALD ON SUNDAY	322 16.6%	345 17.8%	345 18.1%

NEWSPAPER REPORT - CENTRAL

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (TOTAL 15+):	784	784	779
SAMPLE SIZE (15+)	2614	2619	2588

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE DOMINION POST	183 23.3%	189 24.1%	194 24.9%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	160 20.4%	169 21.6%	172 22.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	30 3.9%	32 4.1%	28 3.6%
SUNDAY STAR TIMES	88 11.2%	88 11.3%	102 13.1%

NEWSPAPER REPORT - SOUTHERN

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	859	859	850
SAMPLE SIZE (15+)	2813	2821	2850

DAILY NEWSPAPERS - METROPOLITAN

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE PRESS	189 22.0%	191 22.2%	198 23.3%
OTAGO DAILY TIMES	83 9.7%	90 10.5%	98 11.5%
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	172 20.0%	178 20.7%	172 20.3%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	27 3.1%	30 3.5%	29 3.4%
SUNDAY STAR TIMES	91 10.6%	104 12.1%	101 11.9%

NEWSPAPER REPORT - AUCKLAND

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,129	1,129	1,109
SAMPLE SIZE (15+)	3377	3369	3341

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE NZ HERALD	324 28.7%	330 29.2%	347 31.3%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	71 6.2%	78 6.9%	88 7.9%
SUNDAY STAR TIMES	137 12.1%	143 12.6%	147 13.2%
HERALD ON SUNDAY	233 20.6%	243 21.5%	242 21.9%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	577 51.1%	598 53.0%	640 57.7%
FAIRFAX SUBURBAN GROUP (WC)	704 62.4%	735 65.1%	756 68.2%
RODNEY TIMES	39 3.4%	35 3.1%	42 3.8%
AUCKLAND CITY HARBOUR NEWS	14 1.2%	14 1.3%	24 2.1%
CENTRAL LEADER	82 7.2%	91 8.1%	93 8.3%
EAST & BAYS COURIER	66 5.8%	71 6.3%	59 5.3%
EASTERN COURIER	71 6.2%	76 6.7%	63 5.7%
MANUKAU COURIER	141 12.5%	139 12.3%	141 12.7%
NORTH HARBOUR NEWS	18 1.6%	16 1.4%	25 2.3%
NOR-WEST NEWS	10 0.9%	9 0.8%	6 0.6%
NORTH SHORE TIMES	105 9.3%	108 9.5%	121 10.9%
PAPAKURA COURIER	50 4.5%	48 4.2%	50 4.5%
WESTERN LEADER	90 7.9%	97 8.5%	137 12.4%

NATIONAL FIGURES - AUCKLAND COMMUNITIES:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
FAIRFAX SUBURBAN GROUP (COMBINED AIR)	582 16.3%	613 17.1%	665 18.8%
FAIRFAX SUBURBAN GROUP (WC)	710 19.8%	751 21.0%	784 22.1%
RODNEY TIMES	64 1.8%	64 1.8%	74 2.1%
FRANKLIN COUNTY NEWS	51 1.4%	43 1.2%	45 1.3%
NOR-WEST NEWS	16 0.4%	23 0.7%	29 0.8%

NEWSPAPER REPORT - HAMILTON

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	140	140	138
SAMPLE SIZE (15+)	614	602	598

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE NZ HERALD	15 10.9%	15 10.5%	19 13.9%
WAIKATO TIMES	42 30.0%	44 31.1%	45 32.6%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	5 3.6%	6 4.4%	5 3.9%
SUNDAY STAR TIMES	8 5.5%	9 6.4%	16 11.2%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
HAMILTON PRESS	70 50.0%	72 51.4%	80 58.0%
HAMILTON NEWS	48 34.0%	48 34.3%	58 42.0%

NEWSPAPER REPORT - WELLINGTON

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (TOTAL 15+):	321	321	319
SAMPLE SIZE (15+)	1032	1033	1050

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE DOMINION POST	112 34.8%	119 37.0%	127 40.0%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	8 2.6%	9 2.7%	8 2.4%
SUNDAY STAR TIMES	43 13.5%	45 14.0%	57 18.0%

COMMUNITY NEWSPAPERS

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
CENTRAL COMMUNITY NEWSPAPERS (WC)	193 60.1%	192 59.8%	192 60.3%
THE HUTT NEWS	72 22.3%	67 21.0%	68 21.3%
KAPI-MANA NEWS	40 12.5%	40 12.6%	36 11.3%
UPPER HUTT LEADER	33 10.4%	32 10.1%	34 10.7%
WELLINGTONIAN	67 20.8%	69 21.6%	78 24.3%

NEWSPAPER REPORT - CHRISTCHURCH

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	314	311	311
SAMPLE SIZE (15+)	1148	1161	1167

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE PRESS	133 42.4%	134 42.6%	137 44.0%

WEEKLY NEWSPAPERS

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	9 2.9%	10 3.3%	16 5.2%
SUNDAY STAR TIMES	44 14.0%	46 14.6%	47 15.2%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE STAR (WEEKLY COVERAGE)	129 41.1%	128 40.7%	136 43.8%
THE STAR MIDWEEK	117 37.4%	116 37.1%	121 39.0%
THE STAR WEEKEND	100 31.9%	98 31.1%	107 34.5%
CHRISTCHURCH MAIL	136 43.3%	128 40.9%	129 41.5%

NEWSPAPER REPORT - DUNEDIN

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
POPULATION POTENTIALS (000s) (TOTAL 15+):	102	102	101
SAMPLE SIZE (15+)	419	408	399

DAILY NEWSPAPERS - METROPOLITAN:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
OTAGO DAILY TIMES	49 47.9%	50 48.9%	56 55.3%

WEEKLY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
SUNDAY NEWS	3 3.2%	3 2.7%	3 2.8%
SUNDAY STAR TIMES	14 13.9%	13 13.0%	13 13.0%

COMMUNITY NEWSPAPERS:

Average Issue Readership

	CMI Q3 13 – Q2 14	CMI Q2 13 – Q1 13	CMI Q3 12 – Q2 13
THE STAR (DUNEDIN)	53 52.1%	52 51.0%	54 53.7%



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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