

Friday, 1 February 2019

## Over 3.1 million New Zealanders read newspapers

### Roy Morgan readership results for New Zealand's print newspapers and magazines in 2018.

Over 3.1 million, or 79.2%, of New Zealanders aged 14+ now read or access newspapers in an average 7 day period via print or online (website or app) platforms. In addition a total of 2.2 million New Zealanders aged 14+ (56.1%) read magazines whether in print or online either via the web or an app.

These are the latest findings from the Roy Morgan New Zealand Single Source survey of 6,385 New Zealanders aged 14+ over the 12 months to December 2018.

### Majority of New Zealand's leading newspapers increase their cross-platform audience

New Zealand's most widely read publication, the New Zealand Herald, consolidated its overall readership with a total cross-platform audience of 1,852,000 in the 12 months to December 2018, up 39,000 on a year ago.

The New Zealand Herald, based in New Zealand's largest city of Auckland, has a readership more than three times as large as Wellington's Dominion Post on 486,000, The Press with 351,000 readers and national weekly The Sunday Star Times with 328,000 readers.

Although the Herald has maintained a clear pole position amongst New Zealand's newspapers its cross-platform audience growth of 2.2% over the past year was outpaced by the Waikato Times (+24.1%), the Otago Daily Times (+3.8%), Bay of Plenty Times (+12.9%), Hawke's Bay Today (+25.7%) and the Northern Advocate (+8.9%).

### Top 10 Newspapers – Total Cross-Platform Audience (Print & Online)

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2017	Dec 2018	Dec 2017	Dec 2018	Dec 2017	Dec 2018	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
<b>New Zealand Herald</b>	800	818	1,474	1,494	1,813	1,852	2.2%
<b>Dominion Post</b>	322	286	261	301	502	486	-3.2%
<b>The Press</b>	286	252	172	186	374	351	-6.1%
<b>Sunday Star Times</b>	340	279	81	68	405	328	-19.0%
<b>Waikato Times</b>	104	144	112	128	191	237	24.1%
<b>Otago Daily Times</b>	139	142	109	128	208	216	3.8%
<b>Bay of Plenty Times</b>	91	92	91	119	155	175	12.9%
<b>Hawke's Bay Today</b>	78	89	39	72	109	137	25.7%
<b>Northern Advocate</b>	70	86	69	78	124	135	8.9%
<b>Taranaki Daily News</b>	66	56	67	84	114	113	-0.9%

[Full Newspaper Readership Results available to view here.](#)

\*Cross-Platform Audience is the number of New Zealanders who have read or accessed individual newspaper content via print or online. Print is net readership in an average 7 days. Online is net readership online in an average 7 days.

## Property Press stand-out magazine now in Top 10 for the first time

New Zealand's most widely read magazine remains driving magazine AA Directions - now with an average issue readership of 472,000 New Zealanders ahead of New Zealand Woman's Day on a readership of 288,000 and New Zealand Listener on 241,000.

However, the stand-out improver over the last 12 months was real estate magazine Property Press which grew its readership by 7,000 to 121,000 and became one of New Zealand's top ten most widely read magazines for the first time.

Other magazines to enjoy a wide level of readership in New Zealand include Australian Women's Weekly with a readership of 220,000, the TV Guide with a readership of 204,000, New Zealand House & Garden and New Zealand Woman's Weekly both with a readership of 140,000.

## New Zealand's Top 15 Magazines by Average Issue Print Readership

Publication	Dec 2017	Dec 2018	% Reach Change
	'000s	'000s	%
AA Directions	565	472	-2.7%
NZ Woman's Day*	353	288	-1.9%
New Zealand Listener*	246	241	-0.3%
Australian Women's Weekly (NZ Edition)	249	220	-0.8%
TV Guide	251	204	-1.3%
NZ House & Garden*	148	140	-0.2%
NZ Woman's Weekly*	198	140	-1.5%
SkyWatch	185	137	-1.3%
Kia Ora (Air NZ)	148	124	-0.7%
Property Press	114	121	0.1%
Cuisine	152	119	-0.9%
Mindfood	129	108	-0.5%
North & South	111	105	-0.2%
NZ Gardener	124	103	-0.6%
Time	110	98	-0.4%

[Full Readership Results for over 90 New Zealand Magazines available to view here.](#)

*\*Roy Morgan has measured additional readership for this magazine via Cross-Platform Audiences – see next section.*

## New Zealand Listener and National Business Review grow cross-platform\* audience

New Zealand Listener has increased its total cross-platform audience by 3,000, or 1.2%, to 261,000 in the 12 months to December 2018. However the National Business Review is the star performer over the last year growing its total cross-platform audience by 21,000, or an impressive 29.6%, to 92,000.

Despite these increases for NZ Listener and the National Business Review it is once again the New Zealand Woman's Day which has a market-leading total cross-platform audience of 340,000.

Other leading magazines with strong cross-platform audiences include New Zealand Woman's Weekly with a cross-platform audience of 207,000, New Zealand House & Garden with an audience of 176,000.

*\*Cross-platform audience is the number of New Zealanders who have read or accessed individual magazine content via print or online. Print is average issue readership; digital is website visitation in an average 4 weeks (New Zealand House & Garden), except for weekly titles which are in an average 7 days (New Zealand Woman's Weekly, New Zealand Woman's Day, New Zealand Listener and National Business Review).*

## Canvas increases readership and is the leading Newspaper Inserted Magazine

New Zealand's leading newspaper inserted magazine is again the Weekend New Zealand Herald newspaper inserted magazine Canvas with an average issue readership of 315,000 now clearly ahead of Weekend on 237,000 and the Sunday Magazine included in the Sunday Star-Times on 229,000.

Behind these three market leaders are Bite on 211,000, Your Weekend on 203,000 and Viva on 202,000.

Canvas which increased its readership by 13,000 over the last year and Viva which increased its readership by 8,000 over the last year were the only leading newspaper inserted magazines to grow their readership over the past year.

## New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	12m to Dec 2017	12m to Dec 2018	% Reach Change
	'000s	'000s	%
Canvas (North Island)	302	315	0.2%
Weekend (North Island)	247	237	-0.4%
Sunday Magazine	306	229	-2.1%
Bite (North Island)	211	211	-0.1%*
Your Weekend	225	203	-0.6%
Viva (North Island)	194	202	0.1%

[Full Readership Results for over 90 New Zealand Magazines available to view here.](#)

\*Bite (North Island) held their average issue readership but this meant a small decline for their reach of population as the New Zealand population increased over the last 12 months.

### Michele Levine, Chief Executive Officer, Roy Morgan, says:

*"The latest Roy Morgan readership figures for New Zealand show strong growth in cross-platform audiences for many of New Zealand's leading newspapers led by the most widely read newspaper the New Zealand Herald.*

*"Over 3.1 million New Zealanders now read or access newspapers in an average 7 day period via print or online (website or app) equivalent to nearly four-in-five New Zealanders. Leading the way is the aforementioned New Zealand Herald with a cross-platform audience of over 1.85 million, up by 39,000 (+2.2%) on a year ago.*

*"However, the Herald isn't the only leading newspaper to grow its audience in 2018. Other leading newspapers including the Hawke's Bay Today (+25.7%), Waikato Times (+24.1%), Bay of Plenty Times (+12.9%), Northern Advocate (+8.9%) and Otago Daily Times (+3.8%) have all significantly grown their cross-platform audiences.*

*"Although growth in magazine readership hasn't been as impressive during this time period over 2.2 million New Zealanders (56.1%) are now reading magazines whether in print or online. This remains a huge existing and valuable audience that advertisers can reach via established and well-known brands.*

*"In fact the star performer when it comes to magazines over the past year has been the real estate focused Property Press which grew its readership to 121,000 and into the top 10 most widely read magazines in New Zealand for the first time.*

*"The high readership of Property Press comes at an interesting time for New Zealand's housing markets as prices in Auckland declined slightly in 2018 although New Zealand's largest city finished 2018 as the seventh 'least affordable' housing market in the world according to an international study by [Demographia](#)."*

To learn more about Roy Morgan's Readership results for New Zealand call +61 (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)



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## About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2