

Monday, 19 August 2019

## Over 3 million New Zealanders read newspapers in 2019

### Roy Morgan readership results for New Zealand's print newspapers and magazines for the 12 months to June 2019.

Over 3 million, or 77.6%, 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 over 2.1 million New Zealanders aged 14+ (53.9%) 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 6,563 New Zealanders aged 14+ over the 12 months to June 2019.

### 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 1,885,000 in the 12 months to June 2019, up 79,000 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 485,000, **The Press** with 344,000 readers and national weekly The **Sunday Star Times** with 309,000 readers.

Although the **Herald** has maintained a clear pole position amongst New Zealand's newspapers its cross-platform audience growth of 4.4% over the past year was outpaced by the **Waikato Times** (+23.2%), the **Otago Daily Times** (+7.2%), **Bay of Plenty Times** (+9.6%), **Hawke's Bay Today** (+24.8%) and the **Southland Times** (+40.7%).

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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	June 2018	June 2019	June 2018	June 2019	June 2018	June 2019	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
<b>New Zealand Herald</b>	775	782	1,475	1,545	1,806	1,885	4.4%
<b>Dominion Post</b>	293	297	293	309	500	485	-3.0%
<b>The Press</b>	263	227	186	189	364	344	-5.5%
<b>Sunday Star Times</b>	337	265	84	63	402	309	-23.1%
<b>Waikato Times</b>	123	145	114	140	203	250	23.2%
<b>Otago Daily Times</b>	151	138	119	153	222	238	7.2%
<b>Bay of Plenty Times</b>	90	83	98	120	157	172	9.6%
<b>Hawke's Bay Today</b>	81	88	50	85	117	146	24.8%
<b>Southland Times</b>	59	75	43	63	86	121	40.7%
<b>Northern Advocate</b>	77	63	68	77	124	118	-4.8%

[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.

## New Zealand Taste soars into the Top 15 magazines for the first time

New Zealand's most widely read magazine remains driving magazine **AA Directions** - now with an average issue readership of 485,000 New Zealanders ahead of **New Zealand Woman's Day** on a readership of 274,000, **New Zealand Listener** on 231,000 and the **TV Guide** on 205,000.

However, the stand-out improver over the last 12 months was **New Zealand Taste** which grew its print readership by an impressive 35,000 to 89,000 and became one of New Zealand's top 15 most widely read magazines for the first time.

Another magazine to perform strongly is the real estate focused **Property Press** which grew its readership by 47,000 to 138,000 and is now the eighth most widely read magazine. **NZ Gardener** also increased its readership by 5,000 to 111,000.

Other magazines to perform strongly over the past year include **Your Home & Garden** which increased readership by 7,000 to 81,000, **Metro** which was up 5,000 to a readership of 57,000, **New Zealand Fashion Quarterly** which was up 10,000 to 48,000 and **Simply You** which was up 3,000 to 31,000.

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

Publication	June 2018	June 2019	% Reach Change
	'000s	'000s	%
<b>AA Directions*</b>	538	485	-1.6%
<b>NZ Woman's Day*</b>	309	274	-1.0%
<b>New Zealand Listener*</b>	268	231	-1.1%
<b>TV Guide*</b>	224	205	-0.5%
<b>Australian Women's Weekly (NZ Edition)*</b>	222	200	-0.7%
<b>SkyWatch*</b>	156	146	-0.3%
<b>NZ Woman's Weekly*</b>	164	140	-0.7%
<b>Property Press*</b>	91	138	1.2%
<b>NZ House &amp; Garden*</b>	149	128	-0.6%
<b>Kia Ora (Air NZ)</b>	159	112	-1.3%
<b>NZ Gardener*</b>	106	111	0.1%
<b>Mindfood*</b>	110	109	-0.1%
<b>Cuisine</b>	128	103	-0.7%
<b>North &amp; South*</b>	108	102	-0.2%
<b>New Zealand Taste</b>	54	89	0.8%

[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.*

## Property Press leads cross-platform\* audience growth – up over 40% on a year ago

**Property Press** increased its total cross-platform audience by 47,000, or 43.1%, to 156,000 in the 12 months to June 2019. Another magazine to increase its cross-platform audience, although outside the top 10, was the **National Business Review** which grew its total cross-platform audience by 11,000, up 13.9%, to 90,000.

Despite the impressive increase for **Property Press** it is motoring magazine **AA Directions** which is easily New Zealand's most widely read magazine with a market-leading total cross-platform audience of 542,000.

Other leading magazines with strong cross-platform audiences include **NZ Woman's Day** with an audience of 324,000, **New Zealand Listener** on 257,000, **Australian Women's Weekly NZ Edition** on 232,000, **TV Guide Magazine** on 231,000 and **NZ Woman's Weekly** with an audience of 208,000.

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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	June 2018	June 2019	June 2018	June 2019	June 2018	June 2019	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
AA Directions		485		140		542	
NZ Woman's Day/ Now to Love	309	274	69	84	346	324	-6.4%
New Zealand Listener	268	231	54	53	280	257	-8.2%
Australian Women's Weekly NZ Edition		200		49		232	
TV Guide Magazine		205		58		231	
NZ Woman's Weekly/ Now to Love	164	140	69	84	216	208	-3.7%
SkyWatch		146		66		193	
NZ House & Garden	149	128	53	58	189	171	-9.5%
Mindfood		109		73		164	
Property Press	91	138	26	27	109	156	43.1%

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

\*Cross-platform audience is the number of NZers who have read or accessed individual magazine content via print or online. Print is average issue readership. Digital is average website visitation and app usage (if available) in last 7 days for weekly titles (National Business Review, New Idea, NZ Listener, NZ Woman's Day, NZ Woman's Weekly, Property Press, That's Life, Time, TV Guide Magazine) and last 4 weeks for all other non-weekly titles.

### Weekend (North Island) and Viva (North Island) both increase readership

Only two leading newspaper inserted magazines managed to increase their readership over the last year. **Weekend (North Island)** increased its readership by 3,000 to 241,000 to be the second most widely read newspaper inserted magazine and **Viva (North Island)** grew their readership by 5,000 to 195,000.

However, despite the increases for both **Weekend** and **Viva** it is again the **Weekend New Zealand Herald** newspaper inserted magazine **Canvas** with an average issue readership of 298,000 that leads the field.

Behind the two market leaders are **Sunday Magazine** on 227,000, **Your Weekend** on 195,000 and **Bite (North Island)** on 193,000.

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

Publication	June 2018	June 2019	% Reach Change
	'000s	'000s	%
Canvas (North Island)	315	298	-0.6%
Weekend (North Island)	238	241	0.0%*
Sunday Magazine	268	227	-1.2%
Viva (North Island)	190	195	0.0%*
Your Weekend	221	195	-0.8%
Bite (North Island)	207	193	-0.4%

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

\*Both **Weekend (North Island)** and **Viva (North Island)** grew their average issue readership but this meant their readership reach of population stayed the same 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 continued strong growth in cross-platform audiences for many of New Zealand's leading newspapers. Six out of the top ten and 11 out of the top 20 newspapers grew their cross-platform audience over the last year.*

*"Over 3 million New Zealanders now read or access newspapers in an average 7 day period via print or online (website or app) equivalent to over three-quarters of New Zealanders. Leading the way is the **New Zealand Herald** with a cross-platform audience of over 1.88 million, up by an impressive 79,000 (+4.4%) on a year ago.*

*"The growing **Herald** has been joined by impressive increases at other leading newspapers including the **Southland Times** (+40.7%), **Hawke's Bay Today** (+24.8%), **Waikato Times** (+23.2%), **Bay of Plenty Times** (+9.6%) and **Otago Daily Times** (+7.2%) all growing their cross-platform audiences significantly over the last year.*

*"In addition to a bright year for many newspapers there have been several good performances with magazine readership compared to a year ago. Now over 2.1 million New Zealanders (53.9%) now read magazines whether in print or online a huge and valuable audience that advertisers can reach via established and well-known brands.*

*"**New Zealand Taste** magazine has been a standout performer increasing its readership by 35,000 to 89,000 compared to a year ago and becoming one of New Zealand's top 15 most widely read magazines in the process for the first time.*

*"Other magazines to perform well include **Property Press** which grew its readership by 47,000 to 138,000, **NZ Gardener** up 5,000 to 111,000, **Your Home & Garden** up 7,000 to 81,000, **Metro** up 5,000 to 57,000, **New Zealand Fashion Quarterly** up 10,000 to 48,000 and **Simply You** which was up 3,000 to 31,000."*

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)

## Related research findings

Download our latest profiles of New Zealanders who read different [Newspapers](#) or [Magazines](#).

## 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