

Monday, 28 September 2020

Over 3 million New Zealanders read newspapers and more than 1.9 million read magazines in 2020

Roy Morgan readership results for New Zealand's print newspapers and magazines for the 12 months to June 2020.

Over 3 million, or 75.6%, 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, more than 1.9 million New Zealanders aged 14+ (48.5%) 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 6,393 New Zealanders aged 14+ over the 12 months to June 2020.

Cross-platform audiences up for Otago Daily Times, Hawke's Bay Today and Northern Advocate

New Zealand's most widely read publication is again the **New Zealand Herald**, with a total cross-platform audience of 1,844,000 in the 12 months to June 2020 – read by more than four times as many New Zealanders as any other publication, although this is down 41,000 on a year ago.

There was growth over the past year for several publications despite the COVID-19 pandemic which caused a nation-wide lockdown of New Zealand during the first half of 2020. The newspapers to increase their cross-platform audience included the **Otago Daily Times** (+6.3% to 253,000), **Hawke's Bay Today** (+21.2% to 177,000), the **Northern Advocate** (+9.3% to 129,000) and the **Taranaki Daily News** (+3.5% to 118,000).

Wellington's **Dominion Post** is in a clear second place with a readership of 432,000, followed by **The Press** in third place with 314,000 readers and Sunday Star Times in fourth place with 273,000 readers. Impressively both **The Press** and **Sunday Star Times** have managed to increase both their digital audience as well as their average 7-day print readership in the June quarter 2020 compared to the earlier March quarter as New Zealanders sought the latest news on the pandemic.

Stuff is the clear leader for news in the digital realm

The clear leader for digital audiences in New Zealand is Stuff through its website stuff.co.nz which brings together leading newspapers the Dominion Post, The Press and Sunday Star Times, and magazines such as the TV Guide and NZ Gardener. The total digital audience for Stuff in an average 7 days is over 1.8 million New Zealanders well ahead of main rival NZHerald.co.nz on 1.55 million.

FOR IMMEDIATE RELEASE

Top 10 Newspapers – Total 7 Day Cross-Platform Audience (Print & Online)

Publication	Print		Digital (web or app)		Total 7 Day Cross-Platform Audience* (print, web or app)		
	Jun 2019	Jun 2020	Jun 2019	Jun 2020	Jun 2019	Jun 2020	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
New Zealand Herald	782	674	1,545	1,537	1,885	1,844	-2.2%
Dominion Post	297	245	309	282	485	432	-10.9%
The Press	227	185	189	195	344	314	-8.7%
Sunday Star Times	265	217	63	69	309	273	-11.7%
Otago Daily Times	138	111	153	194	238	253	6.3%
Waikato Times	145	104	140	138	250	214	-14.4%
Hawke's Bay Today	88	92	85	115	146	177	21.2%
Bay of Plenty Times	83	73	120	112	172	155	-9.9%
Northern Advocate	63	71	77	70	118	129	9.3%
Taranaki Daily News	54	52	80	91	114	118	3.5%

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.

NZ Woman's Weekly, Habitat and cooking magazines Cuisine & Food increase their readership

New Zealand's most widely read magazine is easily the driving magazine **AA Directions** which has an average issue readership of 416,000 over the past year and is almost double the second placed **NZ Woman's Day** on a readership of 212,000.

NZ Woman's Day is one of the Bauer magazines that were temporarily suspended in the June quarter 2020 due to the New Zealand lockdown. The figures for these magazines do not show readership for the latest quarter but rather average readership is allocated instead.

Magazines to increase their readership over the last year included those focusing on home improvement and interior decorating as well as cooking and recipe focused magazines – just the type of magazines locked down New Zealanders would turn to when spending all day at home.

Within these categories is the home improvement magazine **Habitat** which increased its readership by 36,000 to 92,000 and the cooking and recipe focused **Cuisine**, up 23,000 to a readership of 126,000 and **Food**, up 35,000 to a readership of 94,000.

Readership for other titles such as the **TV Guide**, **NZ House & Garden** and **New Zealand Gardener** have also held up during the pandemic, recording minimal year on year decreases of less than one percent.

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

Publication	Jun 2019	Jun 2020	% Reach Change
	'000s	'000s	%
AA Directions*	485	416	-1.8%
**NZ Woman's Day*	274	212	-1.6%
**New Zealand Listener*	231	200	-0.8%
TV Guide*	205	182	-0.7%
**Australian Women's Weekly (NZ Edition)*	200	181	-0.5%
**NZ Woman's Weekly*	140	158	0.4%
Cuisine	103	126	0.6%
SkyWatch*	146	125	-0.6%
NZ House & Garden*	128	114	-0.4%
**Kia Ora (Air NZ)	112	111	0.0%
Mindfood*	109	108	0.0%
New Zealand Gardener*	111	108	-0.1%
**North & South*	102	98	-0.2%
Food	59	94	0.8%
Habitat*	56	92	0.9%

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.

**Note: Bauer magazines were temporarily suspended during the June 2020 quarter. Results for some of these magazines have been suppressed for the latest quarter, average issue readership is allocated instead.

NZ Woman's Weekly leads cross-platform* audience growth – up 13.9% on a year ago

Of the leading magazines it was **NZ Woman's Weekly** which increased its total cross-platform audience by 29,000, or 13.9%, to 237,000 in the 12 months to June 2020 that had the most impressive performance. Also increasing its cross-platform audience over the last year was **Mindfood** which grew its cross-platform audience by 2,000 (+1.2%) to 166,000.

However, 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 481,000 ahead of **NZ Woman's Day** on 283,000.

Other leading magazines with strong cross-platform audiences include **New Zealand Listener** on 227,000, **TV Guide Magazine** and **Australian Women's Weekly (NZ Edition)** both on 219,000, **SkyWatch** on 163,000, **NZ House & Garden** on 154,000 and **NZ Gardener** with a steady audience of 150,000.



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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Jun 2019	Jun 2020	Jun 2019	Jun 2020	Jun 2019	Jun 2020	% Change
	'000	'000s	'000s	'000s	'000s	'000s	%
AA Directions	485	416	140	152	542	481	-11.3%
**NZ Woman's Day/ Now to Love	274	212	84	103	324	283	-12.7%
**NZ Woman's Weekly/ Now to Love	140	158	84	103	208	237	13.9%
**New Zealand Listener	231	200	53	59	257	227	-11.7%
TV Guide Magazine	205	182	58	63	231	219	-5.2%
**Australian Women's Weekly NZ Edition	200	181	49	52	232	219	-5.6%
Mindfood	109	108	73	79	164	166	1.2%
SkyWatch	146	125	66	69	193	163	-15.5%
NZ House & Garden	128	114	58	55	171	154	-9.9%
NZ Gardener	111	108	52	60	150	150	0.0%

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

*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 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.

**Note: Bauer magazines were temporarily suspended during the June 2020 quarter. Results for some of these magazines have been suppressed for the latest quarter, average issue readership is allocated instead.

Canvas and Sunday Magazine are the most widely read newspaper inserted magazines

The Weekend **New Zealand Herald** newspaper inserted magazine **Canvas (North Island)** with an average issue readership of 249,000 again leads the field as the most widely read ahead of the **Sunday Magazine** now read by 195,000.

Behind the two market leaders are **Weekend (North Island)** on 180,000, **Bite (North Island)** on 171,000, **Your Weekend** on 151,000 and **Viva (North Island)** on 146,000.

New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	Jun 2019	Jun 2020	% Reach Change
	'000s	'000s	%
Canvas (North Island)	298	249	-1.3%
Sunday Magazine	227	195	-0.8%
Weekend (North Island)	241	180	-1.6%
Bite (North Island)	193	171	-0.6%
Your Weekend	195	151	-1.1%
Viva (North Island)	195	146	-1.2%

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

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

“The latest Roy Morgan readership figures for New Zealand covering the year to June 2020 includes the nearly three-month long lockdown period the country experienced starting in mid-March which ended on Monday June 8.

“During this period New Zealanders were largely confined to their homes with one of the world’s strictest lockdowns closing most retail stores except for those selling food and other essentials.

“Nevertheless, over 3 million New Zealanders (75.6% of the population aged 14+) now read or access newspapers in an average 7-day period via print or online (website or app) and nine out of the top 20 newspapers grew their cross-platform audience compared to a year ago.

*“The leading newspaper is again the **New Zealand Herald** with a cross-platform audience of over 1.84 million ahead of the **Dominion Post** read by 432,000. Leading newspapers to increase their cross-platform audiences include **Hawke’s Bay Today** (+21.2%), the **Northern Advocate** (+9.3%), the **Otago Daily Times** (+6.3%), and the **Taranaki Daily News** (+3.5%).*

*“The 12-month figures for newspapers don’t tell the full story of the trends in the June quarter though. Leading titles **The Press**, **Sunday Star Times** and **Taranaki Daily News** all increased their print readership in the June quarter and overall the digital and cross-platform audiences for the **Stuff** group of newspapers also increased as locked down New Zealanders sought out the latest news on the progress of the pandemic.*

“New Zealand’s magazines obviously faced the similar headwinds to newspapers during the June quarter with regular retail sales channels of print versions heavily restricted. Several magazines even suspended their publishing during this period.

“The closure of print channels notwithstanding, over 1.9 million New Zealanders (48.5% of the population aged 14+) read magazines whether in print or online either via the web or an app. In addition, nine of the top ten magazines in New Zealand by cross-platform audience did grow their digital audiences compared to a year ago.

*“Leading magazines to grow their digital audiences included **AA Directions**, **NZ Woman’s Day**, **NZ Woman’s Weekly**, **New Zealand Listener**, **TV Guide Magazine**, **Australian Women’s Weekly NZ Edition**, **Mindfood**, **SkyWatch** and **NZ Gardener**.”*

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

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About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience 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

