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Friday, 11 August 2017

## It's Official: NZ Herald is New Zealand's most widely read publication – print & online

Roy Morgan Readership results for New Zealand's print Newspapers and Magazines in 2017.

The New Zealand Herald is once again New Zealand's most widely read publication in the lead-up to this year's New Zealand Election – far ahead of rival newspapers and also any local magazine title according to today's Roy Morgan New Zealand Readership results for Newspapers and Magazines in the 12 months to June 2017.

The New Zealand Herald is read by 1,674,000 New Zealanders either in print or online, more than three times as many as read the second placed Dominion Post – 488,000.

However, despite the New Zealand Herald's clear overall dominance, today's results reveal it is second tier newspapers including the Waikato Times (+4.9%), Bay of Plenty Times (+10.5%), Hawkes Bay Today (+6.6%) and the Sunday News (+32.3%) that are now growing their audience the fastest while all four of New Zealand's most read newspapers lost ground over the past year.

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

Publication	12m to June 2016	12m to June 2017	% Change
	'000s	'000s	%
New Zealand Herald	1,695	1,674	-1.2%
Dominion Post	527	488	-7.4%
Sunday Star Times	410	378	-7.8%
The Press	373	372	-0.3%
Waikato Times	205	215	4.9%
Otago Daily Times	189	195	3.2%
Bay of Plenty Times	143	158	10.5%
Hawkes Bay Today	122	130	6.6%
Northern Advocate	121	124	2.5%
Sunday News	93	123	32.3%

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

FOR IMMEDIATE RELEASE

## New Zealand's Leading Magazines drawn from several Categories

New Zealand's most widely read print magazine in 2017 is Automotive magazine AA Directions read by 507,000 New Zealanders ahead of New Zealand Women's Day on 339,000.

Other 'Category Killers' that make the list of New Zealand's Top 20 Magazines include NZ Listener on 246,000 (General Magazines), TV Guide on 228,000 (TV Magazines), Cuisine on 171,000 (Food Magazines), Property Press on 145,000 (Real Estate), New Zealand House and Garden on 144,000 (Home & Garden Magazines) and KiaOra (Air NZ) on 133,000 (Business, Financial & Airline Magazines) and Healthy Food Guide (Health & Family).

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

Publication	12m to June 2016	12m to June 2017	% Share Change
	'000s	'000s	%
AA Directions	524	507	-0.8%
NZ Woman's Day*	384	339	-1.5%
Australian Women's Weekly (NZ Edition)	242	251	0.1%
NZ Listener*	240	246	0%
TV Guide	230	228	-0.2%
SkyWatch	223	190	-1.0%
Cuisine	169	171	0%
NZ Woman's Weekly*	209	169	-1.2%
Property Press	164	145	-0.6%
NZ House & Garden*	139	144	0.1%
North & South	128	134	0.1%
KiaOra (Air NZ)	135	133	-0.1%
Mindfood	124	132	0.2%
NZ Gardener	135	132	-0.1%
Healthy Food Guide	141	117	-0.7%

[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.*

### Canvas tops New Zealand's Newspaper Inserted Magazines

New Zealand's leading Newspaper Inserted Magazine is once again Canvas – included in the Weekend New Zealand Herald with readership of 307,000 ahead of Sunday Star-Times Newspaper Inserted Magazine the Sunday Magazine on 281,000.

Behind these two market leaders are Weekend on 260,000, Your Weekend on 219,000 and rounding out the Top 5 is Bite on 212,000.

## New Zealand's Top 5 Newspaper Inserted Magazines (NIMs) by Print Readership

Publication	12m to June 2016	12m to June 2017	% Share Change
	'000s	'000s	%
Canvas (North Island)	343	307	-1.2%
Sunday Magazine	304	281	-0.8%
Weekend (North Island)	252	260	0%
Your Weekend	241	219	-0.7%
Bite (North Island)	266	212	-1.6%

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

### New Zealand Cross-Platform Readership for Magazines

Roy Morgan has measured a number of New Zealand's leading magazines for their Total Cross-Platform Readership – including Print readership and Website readership.

New Zealand's most widely read Women's Magazine NZ Woman's Day is read by a Total Cross-Platform Audience of 358,000 including print readership of 339,000 and website readership of 48,000. Note – there is always some cross-over of readership between the two.

Other leading magazines measured in this way include NZ Listener with a Total Cross-Platform Audience of 261,000, NZ Woman's Weekly with a Total Audience of 213,000 and NZ House & Garden with a Total Audience of 196,000.

**John La Rosa, General Manager Client Services – New Zealand, Roy Morgan Research, says:**

*“Roy Morgan Readership continues to provide New Zealand's publishers, media agencies and advertisers with independent, comprehensive research into media reach across print, internet, television, radio and cinema.*

*“Although the New Zealand Herald remains New Zealand's clear market leader with a total readership of nearly 1.7 million New Zealanders, the growth in readership for regional titles including the Waikato Times, Bay of Plenty Times and Hawkes Bay Today proves that with the right integrated media strategy even traditional mastheads can grow and prosper in the challenging media environment of today.*

*“New Zealand's top magazines come from a wide variety of categories and each face their own challenges migrating their audiences across to new media. The breadth of challenges facing the publishing industry make it more important than ever to understand the demographics, lifestyle, attitudes, purchasing preferences, and cross-media habits of readers.”*

**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 Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 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
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2