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Over 3 million New Zealanders read newspapers and over 2 million read magazines in 2019

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

Over 3 million, or 76.5%, of New Zealanders aged 14+ now read or access newspapers in an average 7 day period via print or online (website or app) platforms. Nearly 2.1 million New Zealanders aged 14+ (52.3%) 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 6,547 New Zealanders aged 14+ over the 12 months to December 2019.

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

New Zealand's most widely read publication is again the **New Zealand Herald**, with a total cross-platform audience of 1,811,000 in the 12 months to December 2019 – read by more than three times as many New Zealanders as any other publication, although this is down 41,000 on a year ago.

Wellington's **Dominion Post** is in a clear second place with a readership of 487,000, up 0.2% on a year ago, ahead of **The Press** with 347,000 readers and national weekly **The Sunday Star Times** with 334,000 readers after increasing by 1.8%.

Several other widely read newspapers increased their cross-platform audience over the past year led by the **Otago Daily Times** (+22.2%), the **Taranaki Daily News** (+19.5%), **Hawke's Bay Today** (+17.5%) and the **Waikato Times** (+3.0%).

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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2018	Dec 2019	Dec 2018	Dec 2019	Dec 2018	Dec 2019	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
New Zealand Herald	818	721	1,494	1,488	1,852	1,811	-2.2%
Dominion Post	286	297	301	315	486	487	0.2%
The Press	252	215	186	205	351	347	-1.1%
Sunday Star Times	279	285	68	69	328	334	1.8%
Otago Daily Times	142	140	128	186	216	264	22.2%
Waikato Times	144	138	128	137	237	244	3.0%
Bay of Plenty Times	92	77	119	112	175	163	-6.9%
Hawke's Bay Today	89	89	72	110	137	161	17.5%
Taranaki Daily News	56	55	84	103	113	135	19.5%
Northern Advocate	86	69	78	75	135	128	-5.2%

[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.

Six out of New Zealand's Top 10 magazines increase readership in 2019

New Zealand's most widely read magazine remains driving magazine **AA Directions** which has increased its average issue readership by 10,000 to 482,000 over the past year and remains well ahead of **NZ Woman's Day** on a readership of 251,000 and **New Zealand Listener** on 233,000.

There were several strong performers in 2019 with a majority of the top 10 most widely read magazines increasing their readership led by the **TV Guide** up 8,000 to 212,000.

Other leading magazines to increase their readership included **NZ Woman's Weekly** up by 11,000 to 151,000, **SkyWatch** up 13,000 to a readership of 150,000, **NZ Gardener** up by 16,000 to a readership of 119,000 and **Mindfood** which increased its readership by 9,000 to 117,000.

Other magazines to perform strongly include **NZ Geographic** which increased readership by 13,000 to 78,000, **Food** which was up 14,000 to a readership of 73,000, **Fashion** which was up 10,000 to 31,000, **Nadia** which was up 5,000 to 74,000, **NZ Life & Leisure** which was up 2,000 to 77,000, **Heritage NZ** which was up 6,000 to 66,000 and **National Geographic** which was up 1,000 to 54,000.

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

Publication	Dec 2018	Dec 2019	% Reach Change
	'000s	'000s	%
AA Directions*	472	482	0.1%
NZ Woman's Day*	288	251	-1.0%
New Zealand Listener*	241	233	-0.3%
TV Guide*	204	212	0.1%
Australian Women's Weekly (NZ Edition)*	220	177	-1.2%
NZ Woman's Weekly*	140	151	0.2%
SkyWatch*	137	150	0.3%
NZ House & Garden*	140	129	-0.4%
NZ Gardener*	103	119	0.4%
Mindfood*	108	117	0.1%
Kia Ora (Air NZ)	124	111	-0.3%
Property Press*	121	107	-0.4%
North & South*	105	103	-0.1%
Cuisine	119	99	-0.5%
Healthy Food Guide*	92	92	0.0%

[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.

NZ Gardener leads cross-platform* audience growth – up over 20% on a year ago

Of the leading magazines it was **NZ Gardener** which increased its total cross-platform audience by 29,000, or 21.5%, to 164,000 in the 12 months to December 2019 that had the most impressive performance.

Other leading magazines to increase their cross-platform audiences included **Mindfood** which grew its cross-platform audience by 27,000 (+17.8%) to 179,000, **NZ Woman's Weekly** up 21,000 (+10.1%) to 228,000, **TV Guide Magazine** up 21,000 (+9.2%) to 250,000 and **SkyWatch** up 17,000 (+9.4%) to 198,000.

However, despite these notable increases 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 541,000, up 10,000 (+1.9%) on a year ago.

Other leading magazines with strong cross-platform audiences include **NZ Woman's Day** with an audience of 309,000, **New Zealand Listener** on 261,000, **Australian Women's Weekly (NZ Edition)** on 211,000 and **NZ House & Garden** with a steady audience of 176,000.

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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2018	Dec 2019	Dec 2018	Dec 2019	Dec 2018	Dec 2019	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
AA Directions	472	482	144	156	531	541	1.9%
NZ Woman's Day/ Now to Love	288	251	84	95	340	309	-9.1%
New Zealand Listener	241	233	51	61	261	261	0.0%
TV Guide Magazine	204	212	52	74	229	250	9.2%
NZ Woman's Weekly/ Now to Love	140	151	84	95	207	228	10.1%
Australian Women's Weekly NZ Edition	220	177	55	51	255	211	-17.3%
SkyWatch	137	150	61	72	181	198	9.4%
Mindfood	108	117	61	83	152	179	17.8%
NZ House & Garden	140	129	49	65	176	176	0.0%
NZ Gardener	103	119	47	65	135	164	21.5%

[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.

Sunday Magazine is standout performer with increase in print readership

The **Sunday Magazine** is the only leading newspaper inserted magazine to increase its readership over the last year with an increase of 12,000 to an average issue readership of 241,000. This leaves **Sunday Magazine** as the second most widely read newspaper inserted magazine in New Zealand.

However, despite the increase, it is again the Weekend **New Zealand Herald** newspaper inserted magazine **Canvas (North Island)** with an average issue readership of 285,000 that leads the field.

Behind the two market leaders are **Weekend (North Island)** on 216,000, **Your Weekend** on 199,000, **Bite (North Island)** on 174,000 and **Viva (North Island)** on 163,000.

New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	Dec 2018	Dec 2019	% Reach Change
	'000s	'000s	%
Canvas (North Island)	315	285	-0.9%
Sunday Magazine	229	241	0.2%
Weekend (North Island)	237	216	-0.6%
Your Weekend	203	199	-0.2%
Bite (North Island)	211	174	-1.0%
Viva (North Island)	202	163	-1.0%

[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 show continued strong growth in cross-platform audiences for many of New Zealand’s leading newspapers. Six out of the top ten and 14 out of the top 20 newspapers grew their cross-platform audience in 2019.

*“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 1.81 million.*

*“There were impressive audience increases at several leading newspapers including the **Otago Daily Times** (+22.2%), **Taranaki Daily News** (+19.5%) and **Hawkes Bay Today** (+17.5%). Also growing their cross-platform audiences during 2019 were the **Waikato Times** (+3%), **Sunday Star Times** (+1.8%) and **Dominion Post** (+0.2%).*

“In addition to a bright year for many newspapers there have been several good performances with magazine readership compared to a year ago. Now nearly 2.1 million New Zealanders (52.3%) read magazines whether in print or online and six out of the top ten magazines grew their print readership and/or cross-platform audiences during 2019.

*“Among the top ten magazines there were increases for **NZ Gardener** up 16,000 to 119,000, **SkyWatch** up 13,000 to 150,000, **NZ Woman’s Weekly** up 11,000 to 151,000, **AA Directions** up 10,000 to 482,000, **Mindfood** up 9,000 to 117,000 and the **TV Guide** up 8,000 to 212,000.”*

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

Related research findings

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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