

Unbelievable readership!

How far is *NZ Woman's Day* ahead of *NZ Woman's Weekly*?

Circulation	+ 44%
Roy Morgan Readership	+ 26%
ACNielsen Readership	- 9%

WHO BELIEVES ACNIELSEN READERSHIP ESTIMATES?

Discover your edge

NEW ZEALAND, AUSTRALIAN, UK AND USA
COMPARATIVE READERSHIP ESTIMATES

Roy Morgan
— International —

October, 2003

NZ Woman's Weekly vs. NZ Woman's Day **NZ Readership Estimates Must Be Believable**

Circulation: NZ Woman's Day - 44% greater than NZ Woman's Weekly
ACNielsen Readership: NZ Woman's Day - 9% less than NZ Woman's Weekly
Roy Morgan Readership: NZ Woman's Day - 26% greater than NZ Woman's Weekly
<http://www.roymorgan.com/news/press-releases/2003/280/>

To Whom It May Concern,

The *NZ Woman's Day* magazine has a circulation of 146,237 and ACNielsen estimate its readership to be 812,000. The *NZ Woman's Weekly* magazine has a circulation of 101,397 with an ACNielsen readership estimate of 893,000. It can be seen that while *NZ Woman's Day* has a circulation 44% higher than *NZ Woman's Weekly*, its ACNielsen readership is 9% lower! THIS IS NOT BELIEVABLE.

Roy Morgan Research estimates *NZ Woman's Day* has 581,000 readers while *NZ Woman's Weekly* has 462,000 readers – 26% higher which is slightly less than the relativities between their circulations but UNDERSTANDABLE AND BELIEVABLE.

There are many other examples of ACNielsen readership estimates which show that the ratios between readership and circulation (readers-per-copy) just don't make sense.

The following are examples of Roy Morgan NZ Newspaper and Magazine Readership Comparisons.

	NZ ABC Circulation 30/06/03	READERSHIP		READERS PER COPY	
		Roy Morgan Research 14+ (Aug 2002- Jul 2003)	ACNielsen 14+ (Jul 2002- Jun 2003)	Roy Morgan Research 14+ (Aug 2002- Jul 2003)	ACNielsen 14+ (Jul 2002- Jun 2003)
Unweighted Sample		12,751	11,308		
NZ popn. in '000		3,044	3,056		
MAJOR NEWSPAPERS					
New Zealand Herald (M-Sa av)	210,910	634,000	601,000	3.01	2.85
Dominion Post (M-Sa av)	99,089	290,000	275,000	2.93	2.78
The Press (M-Sa av)	91,111	264,000	230,000	2.90	2.52
Otago Daily Times (M-Sa av)	44,546	123,000	108,000	2.76	2.42
Waikato Times (M-Sa av)	40,972	124,000	102,000	3.03	2.49
WEEKLY NEWSPAPERS					
Sunday Star Times	203,901	611,000	626,000	3.00	3.07
Sunday News	110,136	314,000	504,000	2.85	4.58
National Business Review	13,692	69,000	97,000	5.04	7.08
MAJOR WOMEN'S MAGAZINES					
NZ Woman's Day	146,237	581,000	812,000	3.97	5.55
NZ Woman's Weekly	101,397	462,000	893,000	4.56	8.81
Australian Women's Weekly (NZ edition)	98,888	329,000	650,000	3.33	6.57
NZ New Idea	57,408	272,000	460,000	4.74	8.01
English Woman's Weekly	6,067	34,000	106,000	5.60	17.47
GENERAL & CURRENT AFFAIRS MAGAZINES					
Reader's Digest	92,258	259,000	551,000	2.81	5.97
NZ House & Garden	79,299	425,000	654,000	5.36	8.25
NZ Listener	76,171	289,000	344,000	3.79	4.52
TIME	36,187	120,000	273,000	3.32	7.54
NZ Geographic	21,492	88,000	203,000	4.09	9.45
NZ Wilderness	6,485	30,000	69,000	4.63	10.64
OTHER SPECIFIC INTEREST MAGAZINES					
Boating NZ	16,585	49,000	181,000	2.95	10.91
Auto Trader	16,429	108,000	302,000	6.57	18.38
NZ Trucking	10,005	38,000	102,000	3.80	10.19
Farm Trader	7,822	20,000	100,000	2.56	12.78
NZ Surfing	5,670	40,000	110,000	7.05	19.40
TV Hits	5,455	26,000	126,000	4.77	23.10

The Roy Morgan estimates for NZ, US and UK have been compared with the “currency” in those countries. (See Roy Morgan Readership Estimates Pages). It is easy to see why current readership surveys in those countries have little credibility because of their many inflated magazine readership estimates.

For this reason NZ advertisers and agencies should use Roy Morgan readership estimates when buying print media “space”.

Media buyers, advertising agencies and advertisers in the New Zealand, Australia, US and UK can now subscribe to Roy Morgan Single Source data covering readership of newspapers and magazines, TV viewing, radio listening and internet usage. The quoted fees are for the total Roy Morgan Single Source database in ASTEROID.

ASTEROID is Roy Morgan’s user-friendly software. It is the only software available today which allows media planners and other buyers of advertising “space” to compute multi-media schedules using Roy Morgan Print and TV audience estimates. <http://www.roymorgan.com/products/asteroid/asteroid.cfm>.

Roy Morgan Single Source not only covers media usage but also product usage, people’s activities and purchases. It is a truly international single source survey.
http://www.roymorgan.com/products/single-source/single-source_home.cfm

Also of relevance are the two papers, “Readers-per-copy: beyond the phoney figure debate to understanding reader choice and how to drive it your way” and “Reading: looking into...logging onto”, which Michele Levine (CEO) and I will be presenting at the Worldwide Readership Research Symposium, Cambridge, Massachusetts, October 26-29, 2003.

Yours sincerely,



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