

Wednesday, 2 March 2016

Roy Morgan Readership results for New Zealand Newspapers and Magazines in 2015

Roy Morgan Research today releases the latest New Zealand Print Readership results for Newspapers and Magazines in the 12 months to December 2015.

Newspapers

Readership has declined for New Zealand's major Monday-Saturday dailies: Auckland's *New Zealand Herald* (down 10.9% compared with 2014 to 549,000 readers per average issue), Wellington's *Dominion Post* (down 4.5% to 256,000), Christchurch's *The Press* (down 11.3% to 188,000), the *Otago Daily Times* (down 7.9% to 93,000), and the *Waikato Times* (down 15.2% to 78,000).

However, a number of the country's smaller regional mastheads have gained readers over the past year, including the *Hawke's Bay Times* (up 8.2% to 66,000), *Timaru Herald* (up 18.5% to 32,000) and *Wanganui Chronicle* (also up 18.5% to 32,000)

Readership of the *Herald on Sunday* was virtually unchanged, down less than 1% to 325,000 readers, closing the gap on leader the *Sunday Star-Times* which fell 6.4% to 397,000. *Sunday News* suffered the largest proportional drop of any newspaper in 2015, down 36.9% to 77,000 readers per issue.

Newspaper Inserted Magazines

New Zealanders sure do love a lift-out. Gaining over 40,000 readers each in 2015 were Saturday lifestyle glossy *Canvas* (up 13.1% to 371,000 readers) and Monday food title *Bite* (up 19.0% to 257,000 readers), while *Sunday Magazine* also grew (up 9.7% to 328,000).

Magazines

Some of the big became even bigger in 2015: *AA Directions*, the country's most-read magazine overall, grew 8.6% to 554,000 readers per average issue, and *NZ Woman's Day* remains the most popular title on newsstands (up 5.2% to 406,000). Also making solid year-on-year gains were the *Australian Women's Weekly's* NZ edition (up 8.0% to 269,000), *NZ Listener* (up 35.4% to 264,000), Air New Zealand's inflight publication *KiaOra* (up 13.4% to 178,000), *Mindfood* (up 25.6% to 147,000), *Rural News* (up 38.2% to 123,000) and *North & South* (up 5.3% to 120,000).

[View the full Print Readership tables for December 2015](#)

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

“Many of New Zealand’s newspapers and magazines continue to perform relatively well against equivalent print media in Australia and around the world.

“A number of already-popular magazines have increased their readership, from a range of categories including the Mass Women’s and Women’s Lifestyle, Motoring, General Interest, Farming, and Home and Garden.

“Newspaper Inserted Magazines in particular are going great guns, growing or maintaining readership even, in some cases, as their parent newspapers face declines. This suggests that the strength of the medium in 2016 and beyond will be delivering content that isn’t time-sensitive, and is designed to be enjoyed in print on a lounge or in a café, not via device while waiting for the lift to arrive. And it’s exactly this sort of captive, comfortable audience that can provide the best ROI to print advertisers.”

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Related research findings

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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