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3 million New Zealanders read newspapers and nearly 1.8 million read magazines in 2020

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

3 million, or 73.9%, 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, nearly 1.8 million New Zealanders aged 14+ (43.9%) 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 6,496 New Zealanders aged 14+ over the 12 months to December 2020.

Cross-platform audience grows for New Zealand Herald to nearly 1.9 million people

The standout performer during the COVID-19 hit 2020 was New Zealand's most widely read publication the **New Zealand Herald**. The **Herald** had a total cross-platform audience of 1,883,000 in the 12 months to December 2020, an increase of 72,000 on a year ago.

The **Herald** is read by more than four times as many New Zealanders as any other publication as readers flocked to the biggest name in newspapers to keep up to date with changing rules and regulations and the latest news on the COVID-19 crisis in New Zealand and around the world.

Stuff.co.nz retains the leading position as New Zealand's leading news portal for those on the lookout for the latest news on COVID-19 and what is going on in the country bringing 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 1.7 million New Zealanders ahead of main rival NZHerald.co.nz on 1.64 million.

Other titles had a more challenging year although the **Otago Daily Times** grew its digital audience by 14,000 (+7.5%) to 200,000 and now attracts a total cross-platform audience of 254,000 making it the fourth most widely read publication in New Zealand.

Wellington's **Dominion Post** is in a clear second place with a readership of 416,000, followed by **The Press** in third place with 288,000 readers.

Filling out the top ten are the **Sunday Star-Times** in fifth place with 220,000 readers ahead of the **Waikato Times** on 193,000, **Hawke's Bay Today** on 154,000, **Bay of Plenty Times** on 145,000, the **Northern Advocate** on 107,000 and the **Taranaki Daily News** on 106,000.

Despite the challenges of 2020 Stuff's newspapers have recovered strongly in the second half of the year with six out of ten titles growing their print readership in the December quarter 2020 and eight of ten increasing their print readership over the second half of the year since the June quarter 2020.

The Stuff newspapers which grew their print readership included the **Dominion Post** in Wellington, **Sunday Star-Times**, **Taranaki Daily News**, **Nelson Mail**, **Southland Times**, **Sunday News**, **Manawatu Standard** and the **Timaru Herald**.

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)		
	Dec 2019	Dec 2020	Dec 2019	Dec 2020	Dec 2019	Dec 2020	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
New Zealand Herald	721	595	1,488	1,637	1,811	1,883	4.0%
Dominion Post	297	211	315	278	487	416	-14.6%
The Press	215	160	205	181	347	288	-17.0%
Otago Daily Times	140	98	186	200	264	254	-3.8%
Sunday Star-Times	285	172	69	59	334	220	-34.1%
Waikato Times	138	82	137	128	244	193	-20.9%
Hawke's Bay Today	89	72	110	101	161	154	-4.3%
Bay of Plenty Times	77	67	112	102	163	145	-11.0%
Northern Advocate	69	52	75	62	128	107	-16.4%
Taranaki Daily News	55	60	103	69	135	106	-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 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.

Cuisine and Australian Women's Weekly increase their readership during COVID-19 hit 2020

New Zealand's most widely read magazine is easily the driving magazine **AA Directions** which had an average issue readership of 365,000 during 2020 and is almost double the second placed **New Zealand Listener** on a readership of 185,000.

Two of the leading magazines to increase their readership in 2020 despite the significant disruptions caused by COVID-19 were **Cuisine**, with a readership of 118,000, up 19,000 on a year ago and the **Australian Women's Weekly (NZ Edition)** which increased its readership by 3,000 to 180,000.

Other magazines to benefit in 2020 were those with a focus on home improvement and interior decorating as well as cooking and recipes. Just outside the top ten most read magazines were the home improvement magazine **Habitat**, which increased its readership by 26,000 to 90,000, and also increasing was the cooking and recipe focused **Dish**, with readership up by 22,000 to 89,000.

Other widely read magazines included **TV Guide** with a readership of 166,000, **NZ Woman's Day** on 152,000, **NZ Woman's Weekly** on 105,000, **NZ Gardener** on 101,000, **North & South** on 100,000 and in tenth place **NZ House & Garden** on 92,000.

Several Are Media magazines including **New Zealand Listener**, **Australian Women's Weekly (NZ Edition)**, **NZ Woman's Day** and **NZ Woman's Weekly** were temporarily suspended from publication in the June and September 2020 quarters due to the New Zealand lockdown. The figures for these magazines do not show readership for the latest quarter – average readership is allocated instead.

New Zealand's Top 10 Magazines by Average Issue Print Readership

Publication	Dec 2019	Dec 2020	% Reach Change
	'000s	'000s	%
AA Directions*	482	365	-3.1%
**New Zealand Listener*	233	185	-1.2%
**Australian Women's Weekly (NZ Edition)*	177	180	0.0%
TV Guide*	212	166	-1.2%
**NZ Woman's Day*	251	152	-2.5%
Cuisine	99	118	0.4%
**NZ Woman's Weekly*	151	105	-1.2%
NZ Gardener*	119	101	-0.5%
**North & South*	103	100	-0.1%
NZ House & Garden*	129	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: Are Media magazines were temporarily suspended during the June and September 2020 quarters. North & South was temporarily suspended after March 2020 until resuming publication in late November 2020. Results for some of these magazines have been suppressed for the latest quarter, average issue readership is allocated instead.

North & South and Dish lead cross-platform* audience growth – both up over 12% on a year ago

Of the leading magazines it was **North & South** which increased its total cross-platform audience by 21,000, or 14.6%, to 165,000 and **Dish**, which grew its cross-platform audience by 16,000 (+12.4%) to 145,000 which had the most impressive performance in the 12 months to December 2020.

Also growing its cross-platform audience was **Australian Women's Weekly (NZ Edition)** with an increase of 7,000 (+3.3%) to 218,000 making it the second most widely read magazine in New Zealand.

However, motoring magazine **AA Directions** is still easily New Zealand's most widely read magazine with a market-leading total cross-platform audience of 441,000 – more than twice as many as any other magazine.

Other leading magazines with strong cross-platform audiences include **New Zealand Listener** on 209,000, **NZ Woman's Day** on 207,000, **TV Guide** on 194,000, **NZ Woman's Weekly** on 172,000, **NZ Gardener** on 145,000 and **Mindfood** on 138,000.



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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2019	Dec 2020	Dec 2019	Dec 2020	Dec 2019	Dec 2020	% Change
	'000	'000s	'000s	'000s	'000s	'000s	%
AA Directions	482	365	156	148	541	441	-18.5%
**Australian Women's Weekly (NZ Edition)	177	180	51	59	211	218	3.3%
**New Zealand Listener	233	185	61	56	261	209	-19.9%
**NZ Woman's Day/ Now to Love	251	152	95	88	309	207	-33.0%
TV Guide	212	166	74	50	250	194	-22.4%
**NZ Woman's Weekly/ Now to Love	151	105	95	88	228	172	-24.6%
**North & South	103	100	56	84	144	165	14.6%
Dish	67	89	77	79	129	145	12.4%
NZ Gardener	119	101	65	64	164	145	-11.6%
Mindfood	117	78	83	76	179	138	-22.9%

[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) and last 4 weeks for all other non-weekly titles.

**Note: Are Media magazines were temporarily suspended during the June and September 2020 quarters. North & South was temporarily suspended after March 2020 until resuming publication in late November 2020. Results for some of these magazines have been suppressed for the latest quarter, average issue readership is allocated instead.

Canvas and Weekend 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 231,000 again leads the field as the most widely read ahead of **Weekend (North Island)** now read by 175,000.

Behind the two market leaders are **Sunday** on 164,000, **Viva (North Island)** on 147,000 and both **Bite (North Island)** and **Your Weekend** on 130,000.

New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	Dec 2019	Dec 2020	% Reach Change
	'000s	'000s	%
Canvas (North Island)	285	231	-1.4%
Weekend (North Island)	216	175	-1.1%
Sunday	241	164	-2.0%
Viva (North Island)	163	147	-0.5%
Bite (North Island)	174	130	-1.2%
Your Weekend	199	130	-1.8%

[Full Readership Results for over 70 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 December 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 and the publication of several leading magazines was temporarily suspended for up to eight months.

*“Nevertheless, 3 million New Zealanders (73.9% of the population aged 14+) now read or access newspapers in an average 7-day period via print or online (website or app). During 2020 the standout performer was clearly the **New Zealand Herald** which grew its cross-platform audience by 4% to 1.88 million and is now read by nearly 47% of New Zealanders aged 14+.*

*“Other newspapers to grow their cross-platform audiences in 2020 despite the lockdowns and disruptions caused by COVID-19 were the **Wanganui Chronicle**, up 3.9% to 79,000 and **Ashburton Guardian**, up 5.4% to 39,000.*

*“The **Stuff** group of newspapers brings together ten of the country’s leading newspapers such as the **Dominion Post**, **The Press** and the **Sunday Star-Times** through their news portal **Stuff.co.nz**. Eight out of Stuff’s ten newspapers grew their print readership in the December quarter 2020 compared to the mid-year June quarter 2020 and the platform’s overall digital audience of 1.72 million New Zealanders reaches 42.4% of the population in an average 7 days.*

“New Zealand’s magazines obviously faced the similar headwinds to newspapers during the middle parts of 2020 with regular retail sales channels of print versions heavily restricted. Several magazines even suspended their publishing during this period from April to as late as November 2020.

“The closure of print channels notwithstanding, nearly 1.8 million New Zealanders (43.9% of the population aged 14+) read magazines whether in print or online either via the web or an app.

*“Leading magazines to grow their digital audiences despite the challenges thrown up by the pandemic included **Australian Women’s Weekly (NZ Edition)**, **Dish**, **Habitat** and **North & South**.”*

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

