

REGIONAL NEWSPAPERS

**MORE THAN
1.2 MILLION**

people aged 15+ live in one of the 18 regional newspaper circulation areas of New Zealand.

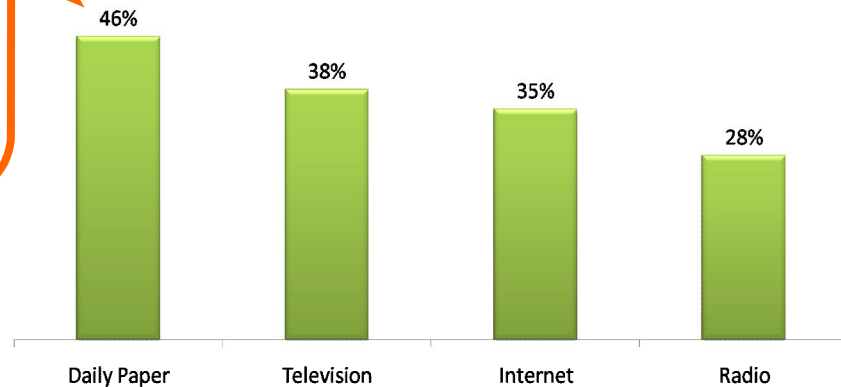
So, to which media do these consumers identify with?

Well, **71%** of these people have read a newspaper in the last seven days.



Out of these 6+ newspaper issue readers, **33%** read a metropolitan daily newspaper and an incredible **86%** read a regional daily newspaper, on average.

Regional New Zealanders Heavy Media Consumption*



*Heavy media consumption refers to:
Daily Paper: read 6+ p/w
TV: watch 23+ hours p/w
Radio: listen to 20+ hours p/w
Internet: Use 151+ mins p/w

On an average day, **48%** of people 15+, who live in a regional newspaper circulation area will read a regional daily newspaper.

That means the number of people that can be reached on any given day is

584,000



Level of Distraction Across Different Media

Do Other Things While ...	15+ Living in Regional Circulation Area %
Reading Newspaper	25
Watching TV	55
Listening to Radio	62

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Live in Regional Newspaper Circ Area-
Population: 1,214,000 Sample: 4,291