



## **MEDIA RELEASE – 2008 Newspaper Readership Survey & Circulation Results**

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### **Growth in readership**

The Nielsen Media National Readership Survey for the 2008 calendar year released today, shows that daily newspapers continue to connect with more than 2.4 million New Zealanders each week, or 1.6 million on a typical day.

Readership has grown in a number of regions compared with a year ago (January to December 2007). Across a week four of the five metropolitan newspapers and 9 regional newspapers increased readers in their main circulation areas by a combined 48,000, proving that New Zealanders continue to turn to their local daily newspaper for news and views.

Metropolitan newspapers also made significant gains amongst high income earners across a week, reaching

- 72,000 additional households earning \$100,000 or more a year
- 16,000 more readers with personal incomes of \$80,000 or more

Robert Munro, NAB General Manager said, *"We're very pleased to see readership growth and particularly encouraged to see our newspapers reaching so many people in the top socio economic groups. Advertisers need to be assured of quality audience delivery in these tough times and newspapers are delivering quality customers to them."*

Daily newspapers have added 16,000 readers in the highly sought after Top 3 socio-economic groups. 77% of all people in the Top 3 Socios now read a daily newspaper over a week. More than a million home owners (1,405,000) or 80% of all home owners in New Zealand will read a copy of a daily newspaper during the week.

Circulation figures from ABC were also released today, to align with the readership release. This is the first 6monthly audit report to 31 December, and shows an increase in newspaper circulation of 3,633 on the July 2008 audit period.

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**Sources:** Nielsen National Readership Survey Jan-Dec 08  
ABC Audit Bureau of Circulation Report to December 08