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## **NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE – Newspaper Readership Survey Results Embargoed Until Midday Friday 17<sup>th</sup> August 2007**

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The latest Nielsen Media Research National Readership Survey results (July 2006-June 2007) confirm that newspapers still occupy a unique position in the minds of New Zealand consumers as a medium valued for editorial and advertising content. On a typical day, 1,582,000 (49%) people aged 15+ read a daily newspaper\*.

The weekly audience for daily newspapers also remains at a high level. Each week 2,412,000 (75%) people aged 15+ read at least one issue of a daily newspaper\*. This is an increase of 27,000 readers on the comparative period July 2005-June 2006.

Both Metropolitan and Regional daily newspapers continue to perform well. On an average day 1,103,000 people aged 15+ will read a Metropolitan newspaper, while 618,000 read a Regional newspaper. Across the week more than 1.8million people will read a Metropolitan Daily, while almost a million people (952,000) are reading a Regional Daily.

Daily newspapers are a great medium with which to reach key target audiences. On a typical day daily newspapers are read by:

1,020,000 or 60% of Home Owners,  
844,000 or 53% of Sky Subscribers,  
795,000 or 47% of All People 25-54,  
755,000 or 52% of Main Household Shoppers,  
702,000 or 54% of those with Household Incomes \$60K+,  
303,000 or 58% of those in the Top 3 Occupations.

“With TV audiences declining (Average Peak PUTs are down by 7% YOY\*\*), while viewing options increase with the proliferation of digital channels, newspapers continue to provide reliable audience delivery offering a compelling environment for new products, new services and brand awareness” said Adam Soldinger, NAB Research Manager

Newspapers continue to perform strongly in the current economic climate, as illustrated by the latest advertising expenditure figures for the last 12 months. While YOY total media spend has decreased by \$39M (-2%), expenditure in newspapers has increased by \$10M (+2%) \*\*\* which shows that newspaper advertising is stable and still being used as an effective communication solution.

### **Sources:**

**\* National Readership Survey July 2006 – June 2007**

**\*\* AGB Dataline: All 5+ PUTs Jan-July 2007 Peak vs. Jan-July 2006 Peak**

**\*\*\* Nielsen Media Adquest Millennium July 2005-June 2006 vs. July 2006-June2007**

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