



Daily Newspapers vs. Radio

2.4 Million

People read a Daily Newspaper each week

75%

of AP15+

2.1 Million

People listen to commercial radio each week

67%

of AP15+

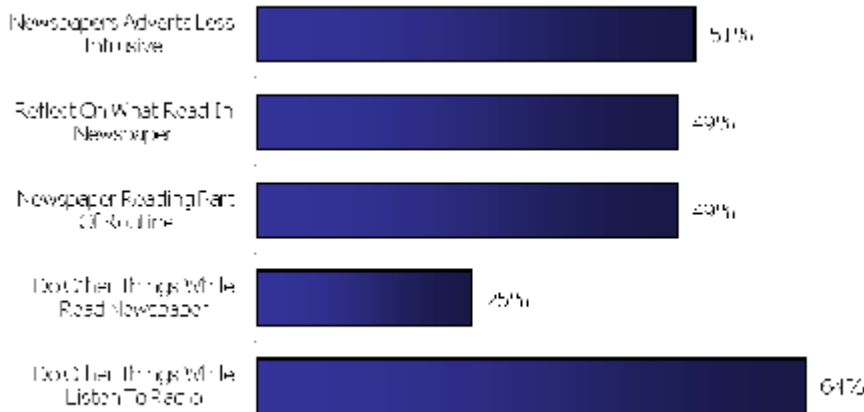
KEY DAILY NEWSPAPER CHARACTERISTICS

- 22** Daily Newspapers across NZ
- 1** dominant daily newspaper per region
- Credible & Authorative**
- Creative Impact**
- Provides **consumer action** through discount coupons/0800 numbers/website addresses, etc.

KEY RADIO CHARACTERISTICS

- 330+** stations across NZ
- 10-25+** Stations per Region
- Often perceived as Background Noise / **Verbal Wallpaper**
- Aural NOT Visual** medium
- Ad avoidance through **clutter**.

Media Consumption Attitudes vs. All People 15+



75% of All People 15+ *decide where to buy* from their Daily Newspaper compared to **45%** who decide where to buy after hearing a Radio advertisement.

67% of All People 15+ *actually buy* something as a result of seeing it advertised in their Daily Newspaper compared to **40%** who buy something because they heard it advertised on Radio.

Local Daily Newspaper Reach vs. Local Radio Reach

Region	Local Daily Newspaper (%) Reading across a week	Top Local Radio Station (%) Listening across a week
Auckland	The New Zealand Herald 66%	Newstalk ZB 20%
Wellington	The Dominion Post 75%	ZM 22%
Christchurch	The Press 80%	The Edge 24%
Dunedin	Otago Daily Times 90%	Classic hits 25%
Hamilton	Waikato Times 70%	ZM 23%



Source: NMR National Readership Survey July 2006 – June 2007

