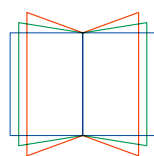


**7**

**REMARKABLE  
THINGS  
ABOUT  
NEWSPAPERS  
THAT OTHER  
MEDIA  
CHANNELS  
DON'T WANT  
YOU TO  
KNOW.**



# BRIEFS

Newspapers reach more people\* on an average day than TV1 and TV3 news combined.<sup>1</sup>

- Newspapers: 1,598,000\*
- TV1 and TV3 combined: 1,504,900\*\*

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# SHOCK!

ON AVERAGE,  
1.6 MILLION  
PEOPLE  
READ A DAILY  
NEWSPAPER  
EVERYDAY.<sup>\*2</sup>

## NEWSPAPERS BEAT MASTERCHEF!

### THE NUMBERS

# 789,200\*\*

WATCHED MASTERCHEF FINAL (SUNDAY 15 MAY 2011)

# 896,000\*

KIWIS READ A SUNDAY PAPER

It's relaxing  
I see it as part  
of my leisure  
time, I get the  
joy, pleasure  
It's affordable  
me some time  
to spend to  
myself and  
think and  
read and

# tipped to

# *The Best way* TO START THE DAY?



I feel like I'm in my own space doing my own thing, I can read the paper at my own speed, I watch the news on TV and I enjoy doing that too but you're somewhat dictated to about what items are on, how long they last for and often especially with sports I like to watch a bit more, they only show you a little titbit of it, I get brassed off when you're trying to find out the Breakers score and they don't give it or something I am like it's news where is it? Whereas in the paper you tend to go at your own pace, you can reread things if you found them interesting or whatever.

- ***Good Morning and Breakfast reach 461,900 viewers\*\* on Friday June 27***
- ***Daily newspapers reach 1,517,000 people\* every Friday***

You're in control when you've got the newspaper, you can go back, you can go forward. You can do that on the net as well but on the net you get the feeling you're stuck in that screen. A page at a time.

Well, I take more time over the newspaper than I do online. Sometimes being online, I'm in a bit of a rush mode in my head, whereas with the newspaper, especially on Saturdays, I'm very much on the leisurely turn. But whenever I'm looking at things online, I'm quick, and I'm often distracted by what's going on around the edges of the page as well or, what's the next thing to click. You're kind of more hand, eye.

bit cheesy – but there’s something about a hardcopy magazine or a book or a paper, it’s like getting back to

“88.4% of kiwis read a paper every week”

- Nielsen\*<sup>3</sup>

It’s like the difference between typing a letter on a computer and handwriting it with a nice pen and nice paper or home baking or growing your own veges. There’s something



**MORE PEOPLE READ A NEWSPAPER EVERY WEEK THAN USE THE INTERNET EVERY MONTH\***

“AND 1.3 MILLION KIWIS READ THEIR NEWS ONLINE!”

Newsletters still the most trusted, says study.

**MOST TRUSTED SOURCE FOR 69% OF PEOPLE\***  
- aged 15-24 and all 15+

gives you a different kind of exposure I t

gives you a different kind of exposure I think it can make you think differently and look at things from other angles. Cause we all tend to have our own narrow little focus and opinion based on what we know, and someone else can bring something else into it, which can change your opinion and your ideas.

in terms of the news content, the weekend newspaper is like eating candy, full of things, online you get what you seek, in the paper you get a little bit of everything and that's some especially the weekend paper.

Like you might have read something on Saturday and then you might read it again on Sunday and ...much more leisure reading. There's more time to read it. sometimes I keep my Sunday news till Monday, can

## SOURCE

\*Nielsen CMI Jan-Dec 2010 All 15+ (unless otherwise stated) (p2,4,5)

\*\*Nielsen Television Audience Measurement (p2,4,5)

<sup>1</sup>July average reach for TV One News 1,060,540 TV3 News 686,360. Combined reach of 1,504,900 (242,000 watching both channels)\*\* (p2 top)

<sup>2</sup>AIR All Dailies All people 10+ (p3 top)

<sup>3</sup>Combined weekly coverage of all NZ Daily, Sunday and Community newspapers vs used the net in the last 4 weeks from any location (p7 top)

like the layout (hardcopy). I find it easier to read than online. I think the articles are laid out a little bit better, whereas on the internet, you have ads popping up and you've got to scroll to the next page. A lot of the links don't work. And then you have to go back and forward and that kind of stuff.