



Newspaper Advertising Bureau

MEDIA RELEASE – Newspaper Readership Survey Results

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Good News for Papers

The latest Nielsen Media Research readership survey release covering Jan – Dec 2007 has confirmed another positive year for newspapers in New Zealand. On a typical day 1,624,000 of us are reading a daily newspaper, while 74% of all people aged 15+ are reading at least one copy across a week.

Increase in Readership in Metro Markets

The results show newspapers in the metropolitan markets, often defined by their higher incomes and younger professional demographics, gained a further 12,000 readers in the last 12 months to reach a cumulative figure of 1,135,000 people. The survey also highlighted an average daily increase of 39,000 household shoppers to total 895,000 of this key demographic who read a major metropolitan newspaper.

Newspapers Key Medium in Regions

Within the regional markets the latest results confirm the significant presence of newspapers where 634,000 people are reading a regional daily newspaper on average each day. The figures have also revealed their broad appeal, with average daily readership of 361,000 main income earners and 490,000 household shoppers.

Newspapers Key in Decision-Making

The latest figures from the readership survey also show that newspapers are still a key component for consumers when it comes to making major life decisions. Of all newspaper readers aged 15+, newspapers are seen as an essential guide when it comes to looking for a job (77%), buying a house (68%) or buying a car (58%).

“Newspapers are still a viable option within an ever-changing media landscape, where new forms of media consumption and growing competition everywhere present challenges to media buyers. This traditional medium continues to deliver a large, broadly stable, reliable and definable audience.” –Adam Soldinger NAB Research Manager

Sources:

National Readership Survey January – December 2007

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