



Good news for Newspapers

One of the oldest mediums in the world is still number one in the latest ASA figures released for 2007. In a record year for advertising revenue turnover, newspapers have continued to take the largest slice of the pie. So why then do we still have doomsayers?

“Digital is killing the newspaper; only old people read newspapers; newspaper advertising is unfashionable; time-starved customers are reluctant to pay for information; circulations are falling,” are just some of the myths circulating in the media.

Well let’s look at the facts. Newspaper circulations continue to grow globally (and not just in China and India) according to the World Association of Newspapers. On the world stage newspapers are one of the largest mass mediums in the world delivering 1.6 billion readers a day.


In New Zealand on a typical day, over 1.6 million of us are reading a daily newspaper, while 74% of all people aged 15+ are reading at least one copy across a week, as reported in the latest NMR release covering Jan – Dec 2007. This has been a continuing trend over the last 3 years, with increased readership year on year of New Zealand’s newspapers. In fact more people are reading newspapers now than 10 years ago.

Newspapers in 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.

Within the regional markets newspapers continue to have a significant presence. On average each day, 634,000 people are reading a regional daily newspaper. The figures also reveal the broad appeal of newspapers, with 361,000 main income earners and 490,000 household shoppers reading on any given day.

“It’s not about new vs old media. It’s about how people are using and consuming media”, says Robert Munro, General Manager of the Newspaper Advertising Bureau.

Media consumption is not mutually exclusive. Smart marketers know it’s about engaging consumers in ways relevant to that medium. It’s no longer mass messages, but messages tailored to the medium.



“Newspapers are an extremely engaging medium”, says Tony Bradbourne, Creative Director of Auckland based advertising agency Special Group. “There is nothing old about newspapers, they are new every day”.

Readers spend over half an hour with their newspaper Monday to Friday and almost an hour on Saturdays. That’s quality time potentially spent with your brand by “time-starved” consumers.

The latest figures from the readership survey reaffirm that newspapers continue to be 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 a vital part of people’s daily lives. They are a relevant, vibrant and viable option in this fast-growing media landscape. And that’s even before we start looking at the massive presence of newspapers in the digital landscape. This is great news for advertisers.

Lexie Ribot is Creative Manager of the Newspaper Advertising Bureau.