

# FACT SHEET 2014

## The New Zealand Herald (A)

**Auckland**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 147,369  
Readership: Average issue - 480,000; Weekly - 879,000

## Waikato Times (F)

**Hamilton**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 30,844  
Readership: Average issue - 87,000; Weekly - 135,000

## Taranaki Daily News (F)

**New Plymouth**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 19,805  
Readership: Average issue - 45,000; Weekly - 64,000

## Wanganui Chronicle (A)

**Wanganui**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 9,775  
Readership: Average issue - 26,000; Weekly - 40,000

## Manawatu Standard (F)

**Palmerston North**  
Published: Afternoon Mon-Fri, Morning Sat  
Page Size: 56cm x 10col Full Colour  
Average Net Circulation: 13,462  
Readership: Average issue - 34,000 Weekly - 66,000

## The Horowhenua Chronicle (A)

**Levin**  
Published: Morning Wed, Fri  
Page Size: Compact Full Colour  
Average Net Circulation: Not audited  
Readership: Not surveyed

## Wairarapa Times-Age (A)

**Masterton**  
Published: Morning Mon-Sat  
Page Size: Compact Mon-Sat Full Colour  
Average Net Circulation: 5,833  
Readership: Average issue - 9,000; Weekly - 16,000

## The Dominion Post (F)

**Wellington**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 73,397  
Readership: Average issue - 205,000; Weekly - 376,000

## The Nelson Mail (F)

**Nelson**  
Published: Afternoon Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 12,701  
Readership: Average issue - 30,000; Weekly - 51,000

## The News (I)

**Westport**  
Published: Afternoon Mon-Fri  
Page Size: 53cm x 10col Spot Colour  
Readership: Not surveyed

## Greymouth Star (I)

**Greymouth**  
Published: Afternoon Mon-Fri, Morning Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 4,259  
Readership: Average issue - 10,000; Weekly - 13,000 (LSS)

## Hokitika Guardian (I)

**Hokitika**  
Published: Morning Mon-Fri  
Page Size: 37cm x 7col  
Readership: Not surveyed

## The Northern Advocate (A)

**Whangarei**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 11,716  
Readership: Average issue - 24,000; Weekly - 44,000

## Bay of Plenty Times (A)

**Tauranga**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 15,254  
Readership: Average issue - 41,000; Weekly - 74,000

## Whakatane Beacon (I)

**Whakatane**  
Published: Morning Tue, Wed & Fri  
Page Size: 55cm x 10col Full Colour  
Average Net Circulation: 7,457  
Readership: Average issue - 21,000; Weekly - 28,000

## Rotorua Daily Post (A)

**Rotorua**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 7,920  
Readership: Average issue - 22,000; Weekly - 35,000

## The Gisborne Herald (I)

**Gisborne**  
Published: Afternoon Mon-Sat  
Page Size: 40cm x 8col Full Colour  
Average Net Circulation: 6,646  
Readership: Average issue - 20,000; Weekly - 32,000

## The Wairoa Star (I)

**Wairoa**  
Published: Morning Tue & Thurs  
Page Size: 40cm x 8col Full Colour  
Average Net Circulation: not audited  
Readership: Not surveyed

## Hawke's Bay Today (A)

**Hastings**  
Published: Morning Mon-Sat  
Page size: Compact Mon-Fri Full Colour  
Page size: Broadsheet Sat Full Colour  
Average Net Circulation: 20,904  
Readership: Average issue - 59,000; Weekly - 98,000

## The Marlborough Express (F)

**Blenheim**  
Published: Afternoon Mon-Fri  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 7,135  
Readership: Average issue - 25,000; Weekly - 34,000

## The Press (F)

**Christchurch**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 68,011  
Readership: Average issue - 191,000; Weekly - 329,000

## Ashburton Guardian (I)

**Ashburton**  
Published: Morning Mon-Sat  
Page Size: Compact Mon-Sat Full Colour  
Average Net Circulation: 4,752  
Readership: Average issue - 19,000; Weekly - 28,000

## The Timaru Herald (F)

**Timaru**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 11,383  
Readership: Average issue - 32,000; Weekly - 46,000

## The Oamaru Mail (I)

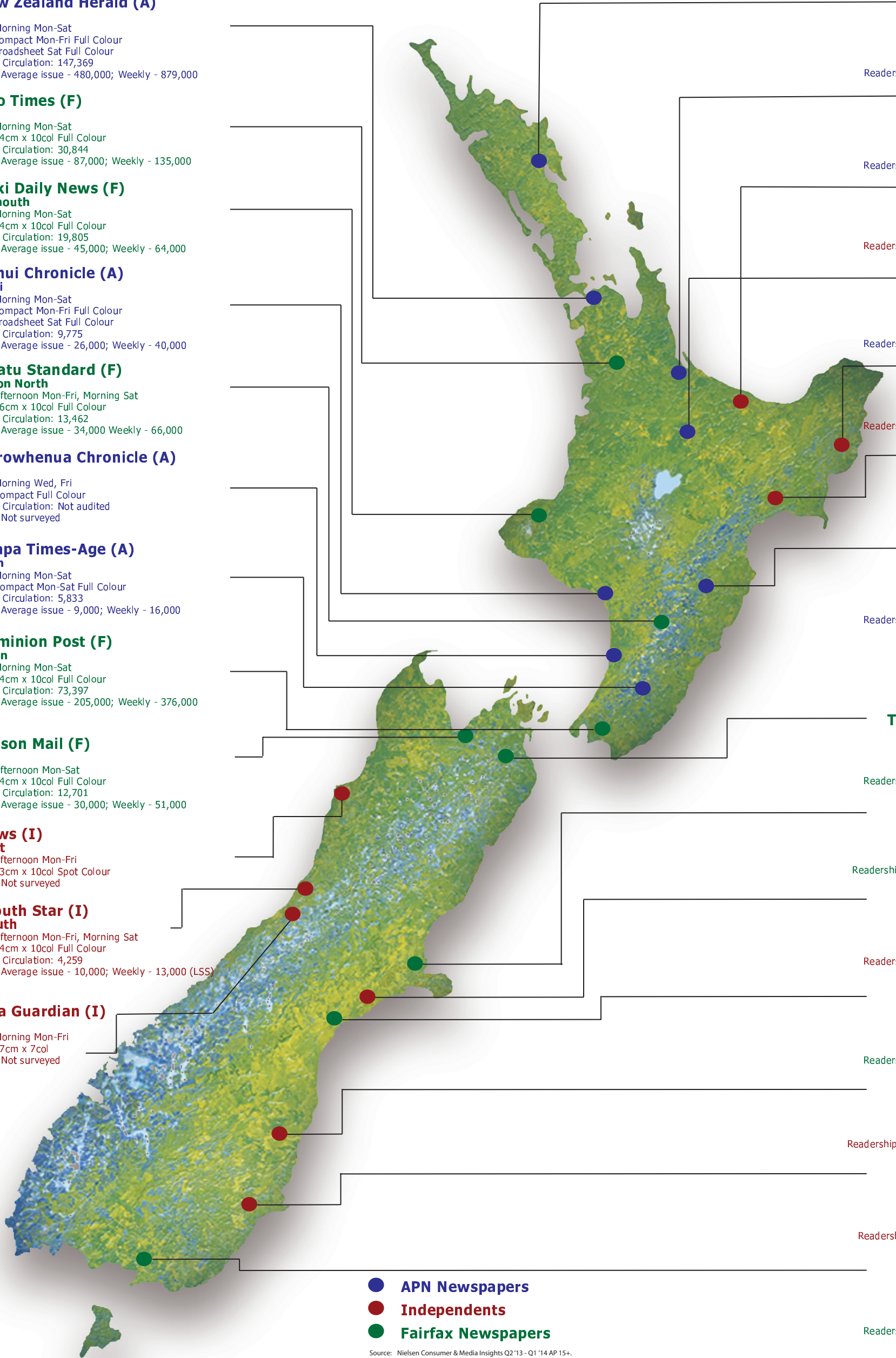
**Oamaru**  
Published: Morning Mon-Fri  
Page Size: 37cm x 8col Mon-Fri Full Colour  
Average Net Circulation: 2,551  
Readership: Average issue - 4,000; Weekly - 9,000 (LSS)

## Otago Daily Times (I)

**Dunedin**  
Published: Morning Mon-Sat  
Page Size: 56cm x 10col Full Colour  
Average Net Circulation: 36,824  
Readership: Average issue - 90,000; Weekly - 152,000

## The Southland Times (F)

**Invercargill**  
Published: Morning Mon-Sat  
Page Size: 54cm x 10col Full Colour  
Average Net Circulation: 24,688  
Readership: Average issue - 62,000; Weekly - 95,000



- APN Newspapers
- Independents
- Fairfax Newspapers

Source: Nielsen Consumer & Media Insights Q2 '13 - Q1 '14 AP 15+.  
NZ Audit Bureau of Circulations to March '14  
LSS - Low Sample Size