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In mid-2025 an impressive 2.7 million New Zealanders read newspapers and more than 1.6 million read magazines

Roy Morgan readership results for New Zealand’s newspapers and magazines for the 12 months to June 2025.

Of New Zealanders aged 14+ - 61.4%, an estimated 2.70 million, now read or access newspapers in an average 7-day period via print or online (website or app) platforms. In addition, 37.5% - an estimated 1.65 million New Zealanders aged 14+, read magazines whether in print or online either via the web or an app.

These are the latest findings from the Roy Morgan New Zealand Single Source survey of 6,233 New Zealanders aged 14+ over the 12 months to June 2025.

New Zealand Herald is most widely read, and nine out of the top ten titles grew their audiences

In the 12 months to June 2025 New Zealand’s most widely read publication is the **New Zealand Herald** reaching a total cross-platform audience of 1,812,000, up an impressive 96,000 (+5.6%) on a year ago. In a clear second place, reaching an audience of 355,000, is the **Dominion Post**, following an increase of 26,000 (+7.9%) on a year ago.

Two stand-out titles experienced strong audience growth in audience over the past year. Third placed **Otago Daily Times** grew its audience by 37,000 (+13.9%) to 304,000, and fourth-placed **The Press**, up 3,000 (+1.1%) to 267,000.

Filling out the top six was the **Waikato Times** with an audience of 197,000, an increase of 21,000 (+11.9%) on a year ago and the **Hawke’s Bay Today** with an audience of 193,000, up 72,000 (+59.5%).

The four other newspapers in the top ten were led by the **Sunday Star-Times** with an audience of 182,000 ahead of the **Bay of Plenty Times**, up 48,000 (+40%) to 168,000, the **Northern Advocate**, up 41,000 (+35.3%) to 157,000 and the **Taranaki Daily News**, up 7,000 (+5.9%) to 125,000.

Top 10 Newspapers – Total 7 Day Cross-Platform Audience (Print & Online)

Publication	Print		Digital (web or app)		Total 7 Day Cross-Platform Audience* (print, web or app)		
	June 2024	June 2025	June 2024	June 2025	June 2024	June 2025	% Change
	‘000s	‘000s	‘000s	‘000s	‘000s	‘000s	%
New Zealand Herald	446	445	1,507	1,625	1,716	1,812	+5.6%
Dominion Post	154	137	221	269	329	355	+7.9%
Otago Daily Times	90	88	215	252	267	304	+13.9%
The Press	131	108	189	195	264	267	+1.1%
Waikato Times	65	52	124	155	176	197	+11.9%
Hawke’s Bay Today	44	54	96	156	121	193	+59.5%
Sunday Star-Times	140	118	64	74	194	182	-6.2%
Bay of Plenty Times	39	52	92	132	120	168	+40.0%
Northern Advocate	37	57	99	121	116	157	+35.3%
Taranaki Daily News	44	35	97	100	118	125	+5.9%

[Full Newspaper Readership Results available to view here.](#)

**Cross-Platform Audience is the number of New Zealanders who have read or accessed individual newspaper content via print or online. Print is net readership in an average 7 days. Online is net readership online in an average 7 days.*

25 magazines increased their 'average issue print readership' in the year to June 2025

Roy Morgan New Zealand's latest figures show that a majority of 25 of the 49 magazines measured increased their **print readership** during the year to June 2025 compared to a year earlier.

New Zealand's most widely read magazine is the driving magazine **AA Directions** which had an average issue readership of 367,000 in the year to June 2025 – more than 100,000 ahead of any other magazine.

Another star performer was **New Zealand Listener** which increased its readership in the last year and is clearly second-placed with an average issue readership of 224,000, up 5,000 on a year ago.

In third place is **NZ Woman's Day** with a print readership 130,000, to be just ahead of **Dish**, which increased its print readership by a massive 39,000 to 125,000 and **Kia Ora (Air New Zealand's inflight magazine)** with a print readership of 123,000.

Filling out the top eight most widely read magazines is **Fish & Game NZ** with a print readership of 116,000, up 12,000 on a year ago, and **Australian Women's Weekly (NZ Edition)** with a readership of 115,000, up a significant 27,000 on a year ago, and the **TV Guide** with a readership of 115,000.

There were also notable print readership increases for the widely read **Cuisine**, up 18,000 to 95,000, and **NZ House & Garden**, up 7,000 to a print readership of 94,000.

Other magazines to grow their readership significantly are led by **Heritage NZ**, up 24,000 to 63,000, **Metro**, up 21,000 to 48,000, **NZ Outdoor Hunting**, up 20,000 to 50,000, **Home NZ**, up 16,000 to 45,000, and **Better Homes & Gardens**, up 12,000 to 30,000.

There were 14 other magazines with increases to their average issue print readership led by **Mindfood**, up 6,000 to a readership of 72,000, **New Idea**, up 6,000 to 60,000, **Property Press**, up 5,000 to 54,000, **NZ Geographic**, up 7,000 to 45,000, **Kiwi Gardener**, up 2,000 to 39,000, **Grapevine**, up 7,000 to 35,000, **Reader's Digest**, up 6,000 to 34,000, **NZ Fashion Quarterly**, up 6,000 to 34,000, **Art News NZ**, up 9,000 to 33,000, **Avenues**, up 5,000 to 31,000, **Good**, up 8,000 to 28,000, **NZ Autocar**, up 2,000 to 14,000, **The Shed**, up 1,000 to 14,000 and **Tots to Teens**, up 5,000 to 13,000.

New Zealand's Top 10 Magazines by Average Issue Print Readership

Publication	June 2024	June 2025	% Change
	'000s	'000s	%
AA Directions*	397	367	-7.6%
New Zealand Listener*	219	224	+2.3%
NZ Woman's Day*	132	130	-1.5%
Dish*	86	125	+45.3%
KiaOra (Air NZ inflight magazine)	135	123	-8.9%
Fish & Game NZ*	104	116	+11.5%
Australian Women's Weekly (NZ Edition)*	88	115	+30.7%
TV Guide*	127	115	-9.4%
Cuisine*	77	95	+23.4%
NZ House & Garden*	87	94	+8.0%

[Full Readership Results for over 50 New Zealand Magazines available to view here.](#)

**Roy Morgan has measured additional readership for this magazine via Cross-Platform Audiences – see next section.*

There was strong growth for magazine total cross-platform audiences over the last year with increases across the board for a suite of leading magazines

Roy Morgan's latest **total cross-platform audience** figures for 19 leading magazines show that all 19 magazines tracked grew their cross-platform audiences compared to a year ago.

AA Directions is still easily New Zealand's most widely read magazine with a market-leading total cross-platform audience of 493,000 – up 21,000 (+4.4%) from a year ago and with a total cross-platform audience more than 200,000 greater than any other magazine.

The second most widely read magazine is **New Zealand Listener** which increased its total cross-platform audience by 27,000 (+10.8%) to 278,000 ahead of the third most widely read **Dish** with a total cross-platform audience which increased by a massive 83,000 (+53.9%) to 237,000.

Rounding out the top five are **Fish & Game NZ**, with a total cross-platform audience which increased by 51,000 (+34.7%) to 198,000 and **NZ Women's Day** with an increase of 10,000 (+5.5%) to 192,000.

There were also significant increases for sixth placed **Australian Women's Weekly NZ Edition**, up 58,000 (+43.9%) to 190,000, **Mindfood**, up by 47,000 (+33.3%) to 188,000, the **TV Guide**, up 26,000 (+17.7%) to 173,000, **NZ House & Garden**, up 25,000 (+16.9%) to 173,000, and **NZ Gardener**, now in tenth place overall following an increase of 12,000 (+7.5%) to 171,000.

There were also increases for **Habitat** up by 26,000 (+19%) to an audience of 163,000, **NZ Woman's Weekly**, up by 10,000 (+6.5%) to 163,000, **North & South**, up by 24,000 (+18.8%) to 152,000, **Kiwi Gardener**, up by a large 44,000 (+56.4%) to 122,000, **Property Press**, up by 20,000 (+23.5%) to 105,000, **New Idea**, up by 24,000 (+30.8%) to 102,000, **Healthy Food Guide**, up by 31,000 (+49.2%) to 94,000, **That's Life**, up by 18,000 (+35.3%) to 69,000, and **Time**, up by 17,000 (+44.7%) to 55,000.

Top 10 Magazines – Total Cross-Platform Audience (Print & Online)

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	June 2024	June 2025	June 2024	June 2025	June 2024	June 2025	% Change
	'000	'000s	'000s	'000s	'000s	'000s	%
AA Directions	397	367	187	240	472	493	+4.4%
New Zealand Listener	219	224	66	102	251	278	+10.8%
Dish	86	125	93	159	154	237	+53.9%
Fish & Game NZ	104	116	72	111	147	198	+34.7%
NZ Woman's Day/ Now to Love	132	130	72	102	182	192	+5.5%
Australian Women's Weekly NZ Edition	88	115	61	95	132	190	+43.9%
Mindfood	66	72	89	133	141	188	+33.3%
TV Guide	127	115	41	79	147	173	+17.7%
NZ House & Garden	87	94	75	104	148	173	+16.9%
NZ Gardener	107	85	70	117	159	171	+7.5%

[Full Magazine Readership Results available to view here.](#)

**Cross-platform audience is the number of New Zealanders who have read or accessed individual magazine content via print or online. Print is average issue readership. Digital is average website visitation and app usage (if available) in last 7 days for weekly titles (New Idea, New Zealand Listener, NZ Woman's Day, NZ Woman's Weekly, Property Press, That's Life, Time, TV Guide) and last 4 weeks for all other non-weekly titles.*



Canvas is again easily the most widely read Newspaper Inserted Magazine in mid-2025

The **New Zealand Herald's Canvas (North Island)** was clearly the most widely read Newspaper Inserted Magazine over the past year with a readership of 206,000, an increase of 26,000 (+14.4%) on a year ago – over 50 per cent higher than any other magazine.

In second place is the widely read **Weekend (North Island)** with a readership of 115,000 following an increase of 14,000 (+13.9%) on a year ago just ahead of **Sunday Magazine** with a readership of 111,000, and **Viva (North Island)**, also with a readership of 108,000.

Filling out the top six positions are fifth placed **Your Weekend** with a readership of 104,000 and up 6,000 on a year ago and the sixth placed **Be Well (North Island)** with a readership of 48,000.

New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	June 2024	June 2025	% Change
	'000s	'000s	%
Canvas (North Island)	180	206	+14.4%
Weekend (North Island)	101	115	+13.9%
Sunday Magazine	118	111	-5.9%
Viva (North Island)	117	108	-7.7%
Your Weekend	98	104	+6.1%
Be Well (North Island)	71	48	-32.4%

[Full Readership Results for over 50 New Zealand Magazines available to view here.](#)

Michele Levine, Chief Executive Officer, Roy Morgan, says:

"The latest Roy Morgan readership figures for New Zealand show over three-fifths of New Zealanders, 2.7 million (61.4% of the population aged 14+), now read or access newspapers in an average 7-day period via print or online (website or app).

*"The leading newspaper is the **NZ Herald** with a total cross-platform audience of 1,812,000, an impressive increase of 96,000 (+5.6%) on a year ago. The **Herald** is read by over five times as many people as the second placed **Dominion Post** – read by 355,000, up 26,000 (+7.9%) on a year ago.*

*"An impressive nine of the top ten newspapers by audience size (including the **Herald** and the **Post**) increased their cross-platform audiences. These include the **Otago Daily Times** (up 13.9% to 304,000), **The Press** (up 1.1% to 267,000), the **Waikato Times** (up 11.9% to 197,000), **Hawke's Bay Today** (up a massive 59.5% to 193,000) and **Bay of Plenty Times** (up 40% to 168,000).*

"Readership of print magazines is over 1.5 million representing more than a third of New Zealanders (35.1% of the population aged 14+). In addition, the total cross-platform audience of magazines is even higher at 1.65 million (37.5% of the population aged 14+).

"There were several outstanding performers over the last year with print readership increases for more than half of the magazines measured – 25/49. In an impressive result, the print readership of over 40% of New Zealand magazines (20/49) increased by over 10% from a year ago.

"The results for cross-platform audiences displayed a consistent story of growth with all leading magazines increasing their cross-platform audiences over the last year.

*"By far the most widely read magazine in New Zealand is **AA Directions**, the quarterly magazine from Automobile Association with a print readership of 367,000 and a cross-platform audience of almost half-a-million – 493,000, an increase of 21,000 (+4.4%) on a year ago.*



*“In a clear second place is **New Zealand Listener**, easily the country’s most widely read weekly magazine, which increased both its print readership – up 5,000 (+2.3%) from a year ago to 224,000, and its total cross-platform audience – up 27,000 (+10.8%) to 278,000.*

*“Other well-known magazines to see growth in both print readership and cross-platform audiences included the bi-monthly **Dish** with a readership of 125,000 (up 39,000 on a year ago) and an audience of 237,000 (up 83,000), **Fish & Game NZ** with a readership of 116,000 (up 12,000) and an audience of 198,000 (up 51,000), **Australian Women’s Weekly (NZ Edition)** with a readership of 115,000 (up 27,000) and an audience of 190,000 (up 58,000) and **NZ House & Garden** with a readership of 94,000 (up 7,000) and an audience of 173,000 (up 25,000).*

“The impressive results for magazine and cross-platform audiences in the year to June 2025 show there is ‘plenty of life’ in this traditional medium – more so than many realise.

“Magazines and newspapers continue to reach audiences of millions of New Zealanders which is a valuable asset for these traditional media channels in an increasingly fragmented and competitive media landscape.

“Overall, these results are a firm vindication of the growth strategies pursued by New Zealand’s leading magazine and newspaper proprietors over the last few years by offering the interesting and exciting content that audiences are increasingly looking for.”

Related research findings

Download our latest profiles of New Zealanders who read different [Newspapers](#) or [Magazines](#).

To learn more about Roy Morgan’s Readership results for New Zealand call +61 (3) 9224 5309 or email askroymorgan@roymorgan.com.

About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
20,000	±0.7	±0.6	±0.4	±0.3

