

Tuesday, 10 March 2026

In late 2025 over 2.6 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 December 2025.

Of New Zealanders aged 14+ - 60.5%, an estimated 2.66 million, now read or access newspapers in an average 7-day period via print or online (website or app) platforms. In addition, 38% - an estimated 1.67 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 6,364 New Zealanders aged 14+ over the 12 months to December 2025.

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

In the 12 months to December 2025 New Zealand's most widely read publication is the **New Zealand Herald** with a total cross-platform audience of 1,783,000, up 14,000 (+0.8%) on a year ago. Clearly in second place, reaching an audience of 353,000, is **The Post**, following an increase of 3,000 (+0.9%) on a year ago.

The third placed **Otago Daily Times** reaches a total cross-platform audience of 293,000, ahead of the fourth-placed **The Press**, with an audience of 266,000, and the **Waikato Times** with a total cross-platform audience of 200,000, following an increase of 10,000 (+5.3%) on a year ago.

Two stand-out titles which experienced strong audience growth in audience over the past year were the **Northern Advocate**, following an increase of 34,000 (+25.6%) on a year ago to 167,000, and the **Rotorua Daily Post**, up 55,000 (+66.3%) on a year ago to 138,000.

The three other newspapers in the top ten were led by **Hawke's Bay Today** with an audience of 180,000, following an increase of 19,000 (+11.8%) on a year ago, the **Sunday Star-Times**, with an audience of 180,000, and the **Bay of Plenty Times** with an audience of 153,000.

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)		
	Dec 2024	Dec 2025	Dec 2024	Dec 2025	Dec 2024	Dec 2025	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
New Zealand Herald	426	422	1,577	1,619	1,769	1,783	+0.8%
The Post	158	128	243	274	350	353	+0.9%
Otago Daily Times	92	96	246	243	301	293	-2.7%
The Press	123	111	211	195	282	266	-5.7%
Waikato Times	61	51	139	166	190	200	+5.3%
Hawke's Bay Today	55	42	124	159	161	180	+11.8%
Sunday Star-Times	125	117	64	73	182	180	-1.1%
Northern Advocate	44	50	108	136	133	167	+25.6%
Bay of Plenty Times	44	47	120	121	155	153	-1.3%
Rotorua Daily Post	14	23	73	121	83	138	+66.3%

[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.

21 magazines increased their 'average issue print readership' in the year to December 2025

Roy Morgan New Zealand's latest figures show that 21 of the 45 magazines measured increased their **print readership** during the year to December 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 388,000 in the year to December 2025 – over 150,000 ahead of any other magazine.

In a clear second place for print readership was the **New Zealand Listener** with an average issue readership of 218,000.

In third place is **Fish & Game NZ** with a print readership of 130,000, following an impressive increase of 24,000 (+22.6%) on a year ago – the largest increase of any widely read magazine, just ahead of **NZ Woman's Day** with a print readership of 123,000.

There are three other magazines with a print readership of over 100,000 including **Dish** which increased its print readership 11,000 to 114,000, now level with **Kia Ora (Air New Zealand's inflight magazine)** on 114,000, and the **TV Guide** with a print readership of 113,000.

Filling out the top ten most widely read magazines is **Cuisine** with a print readership of 97,000, up 11,000 on a year ago, **Australian Women's Weekly (NZ Edition)** with a print readership of 97,000, and the **NZ Gardener** with a print readership of 88,000.

Other magazines to grow their readership significantly included **NZ Outdoor Hunting**, up 21,000 to 53,000, **Mindfood**, up 20,000 to 79,000, **Heritage NZ**, up 15,000 to 67,000, **NZ Autocar**, up 13,000 to 22,000, and **Metro**, up 10,000 to 43,000.

There were 12 other magazines with increases to their average issue print readership led by **NZ Life & Leisure**, up 3,000 to a print readership of 71,000, **Bunnings Magazine**, up 8,000 to 59,000, **Your Home & Garden**, up 8,000 to 55,000, **Kiwi Gardener**, up 4,000 to 47,000, **National Geographic**, up 2,000 to 43,000, **That's Life**, up 4,000 to 42,000, **Home NZ**, up 1,000 to 42,000, **Better Homes & Gardens**, up 6,000 to 29,000, **Art News NZ**, up 4,000 to 28,000, **Good**, up 2,000 to 28,000, **The Shed**, up 7,000 to 15,000 and **Tots to Teens**, up 2,000 to 10,000.

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

Publication	Dec 2024	Dec 2025	% Change
	'000s	'000s	%
AA Directions*	382	388	+1.6%
New Zealand Listener	220	218	-0.9%
Fish & Game NZ*	106	130	+22.6%
NZ Woman's Day*	145	123	-15.2%
Dish*	103	114	+10.7%
KiaOra (Air NZ inflight magazine)	137	114	-16.8%
TV Guide*	113	113	0.0%
Cuisine*	86	97	+12.8%
Australian Women's Weekly (NZ Edition)*	102	97	-4.9%
NZ Gardener*	96	88	-8.3%

[Full Readership Results for over 40 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 for over a dozen leading magazines

Roy Morgan's latest **total cross-platform audience** figures for 16 leading magazines show that 15 of these magazines 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 509,000 – up 37,000 (+7.8%) from a year ago and with a total cross-platform audience more than double that of any other magazine.

There are two other magazines with audiences of over 200,000 which includes **Dish** with a total cross-platform audience which increased by 39,000 (+20.9%) to 226,000, and **Fish & Game NZ**, with a total cross-platform audience of 208,000, up 37,000 (+21.6%) on a year ago.

In fact, every magazine in the top ten most widely read magazines increased their total cross-platform audiences compared to a year ago including fourth placed **NZ Woman's Day**, up 1,000 (+0.5%) to 192,000, **Mindfood**, up 40,000 (+26.7%) to 190,000, **NZ Gardener**, up 11,000 (+6.6%) to 178,000, **Australian Women's Weekly NZ Edition**, up 10,000 (+6.3%) to 170,000, **NZ House & Garden**, up 11,000 (+7%) to 169,000, **TV Guide**, up 21,000 (+14.4%) to 167,000, and **NZ Woman's Weekly**, now in tenth place overall following an increase of 12,000 (+8.3%) to 156,000.

There were also increases for **Kiwi Gardener**, up by 24,000 (+22.4%) to 131,000, **New Idea**, up by 11,000 (+12.9%) to 96,000, **Healthy Food Guide**, up by 7,000 (+8.8%) to 87,000, **That's Life**, up by 16,000 (+29.1%) to 71,000, and **Time**, up by 12,000 (+26.7%) to 57,000.

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

Publication	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2024	Dec 2025	Dec 2024	Dec 2025	Dec 2024	Dec 2025	% Change
	'000	'000s	'000s	'000s	'000s	'000s	%
AA Directions	382	388	207	244	472	509	+7.8%
Dish	103	114	125	157	187	226	+20.9%
Fish & Game NZ	106	130	96	104	171	208	+21.6%
NZ Woman's Day/ Now to Love	145	123	76	91	191	192	+0.5%
Mindfood	59	79	103	133	150	190	+26.7%
NZ Gardener	96	88	92	121	167	178	+6.6%
Australian Women's Weekly NZ Edition	102	97	80	90	160	170	+6.3%
NZ House & Garden	97	85	83	107	158	169	+7.0%
TV Guide	113	113	54	76	146	167	+14.4%
NZ Woman's Weekly	88	85	76	91	144	156	+8.3%

[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 late 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 205,000, an increase of 21,000 (+11.4%) on a year ago – over 50 per cent higher than any other magazine.

In second place is the widely read **Viva (North Island)** with a readership of 111,000 following an increase of 4,000 (+3.7%) on a year ago just ahead of **Sunday Magazine** with a readership of 100,000, and **Your Weekend** with a readership of 88,000.

New Zealand's Leading Newspaper Inserted Magazines by Print Readership

Publication	Dec 2024	Dec 2025	% Change
	'000s	'000s	%
Canvas (North Island)	184	205	+11.4%
Viva (North Island)	107	111	+3.7%
Sunday Magazine	116	100	-13.8%
Your Weekend	107	88	-17.8%

[Full Readership Results for over 40 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, 2.66 million (60.5% 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 1,783,000, following an increase of 14,000 (+0.8%) on a year ago. The **Herald** is read by over five times as many people as the second placed **The Post** – read by 353,000, up 3,000 (+0.9%) on a year ago.*

*"A majority of six of the top ten newspapers by audience size (including the **Herald** and the **Post**) increased their cross-platform audiences. These include the **Waikato Times** (up 5.3% to 200,000), **Hawke's Bay Today** (up 11.8% to 180,000), the **Northern Advocate** (up 25.6% to 167,000) and the **Rotorua Daily Post** (up a massive 66.3% to 138,000).*

"Readership of print magazines is over 1.5 million representing more than a third of New Zealanders (35.6% of the population aged 14+). In addition, the total cross-platform audience of magazines is even higher at 1.67 million (38% of the population aged 14+).

"There were several outstanding performers over the last year with print readership increases for nearly half of the magazines measured – 21/45. In an impressive result, the print readership of a third of New Zealand magazines (15/45) 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 388,000 and a cross-platform audience of over half-a-million – 509,000, following an increase of 37,000 (+7.8%) on a year ago.*

*"In second place is the bi-monthly **Dish** with a print readership of 114,000, and a total cross-platform audience of 226,000 after an increase of 39,000 (+20.9%) on a year ago, and in third place is **Fish & Game NZ** with a print readership of 130,000, and a cross-platform audience of 208,000 following an increase of 37,000 (+21.6%) on a year ago.*

“Leading magazines to see growth in cross-platform audiences included **NZ Woman’s Day** with an audience of 192,000 (up 1,000), **Mindfood** with an audience of 190,000 (up 40,000), **NZ Gardener** with an audience of 178,000 (up 11,000), **Australian Women’s Weekly (NZ Edition)** with an audience of 170,000 (up 10,000), **NZ House & Garden** with an audience of 169,000 (up 11,000), **TV Guide** with an audience of 167,000 (up 21,000), and **NZ Woman’s Weekly** with an audience of 156,000 (up 12,000).

“The impressive results which show extensive growth for both print readership and cross-platform audiences in the year to December 2025 show there is ‘plenty of life’ in this traditional medium – more so than is often more widely recognised.

“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

