

# Building Credibility with Currency

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# What is Readership?



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# More than a number

- The survey: Sample of n=12,000 New Zealanders aged 10+ fully nationally representative
- Readership measurement is about much more than a number, it can be a catalyst for:
  - Increased Advertising revenue opportunities
  - Increased circulation
  - More informed media planning
- Driven through the provision by Nielsen on faster, simpler and more complete information
- In 2011 there will be a new focus on Consumer and Media Insights with Print at the heart
- Nielsen is working closely with the MPA on the introduction of the new Readership Service

# Why does the industry need readership information?

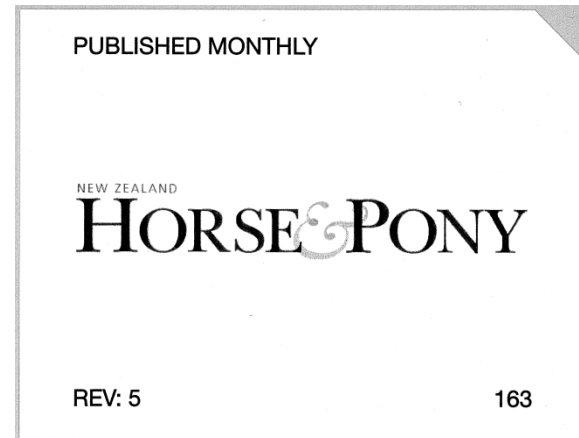
- To maintain an **agreed industry currency** for buying and selling print media
- To provide a long term **measure of health** of the magazine and newspaper market
- For comparative analysis of title's ability to deliver '**Opportunity to See**'
- To provide **insights** (by specific title, as well as industry wide) into readers' lives
- To investigate **reader dynamics and relationship measures** e.g. source of copy
- For analysis of **Reach and Frequency** to maximize advertising spend efficiency

# Print planning decisions based on an understanding of print media

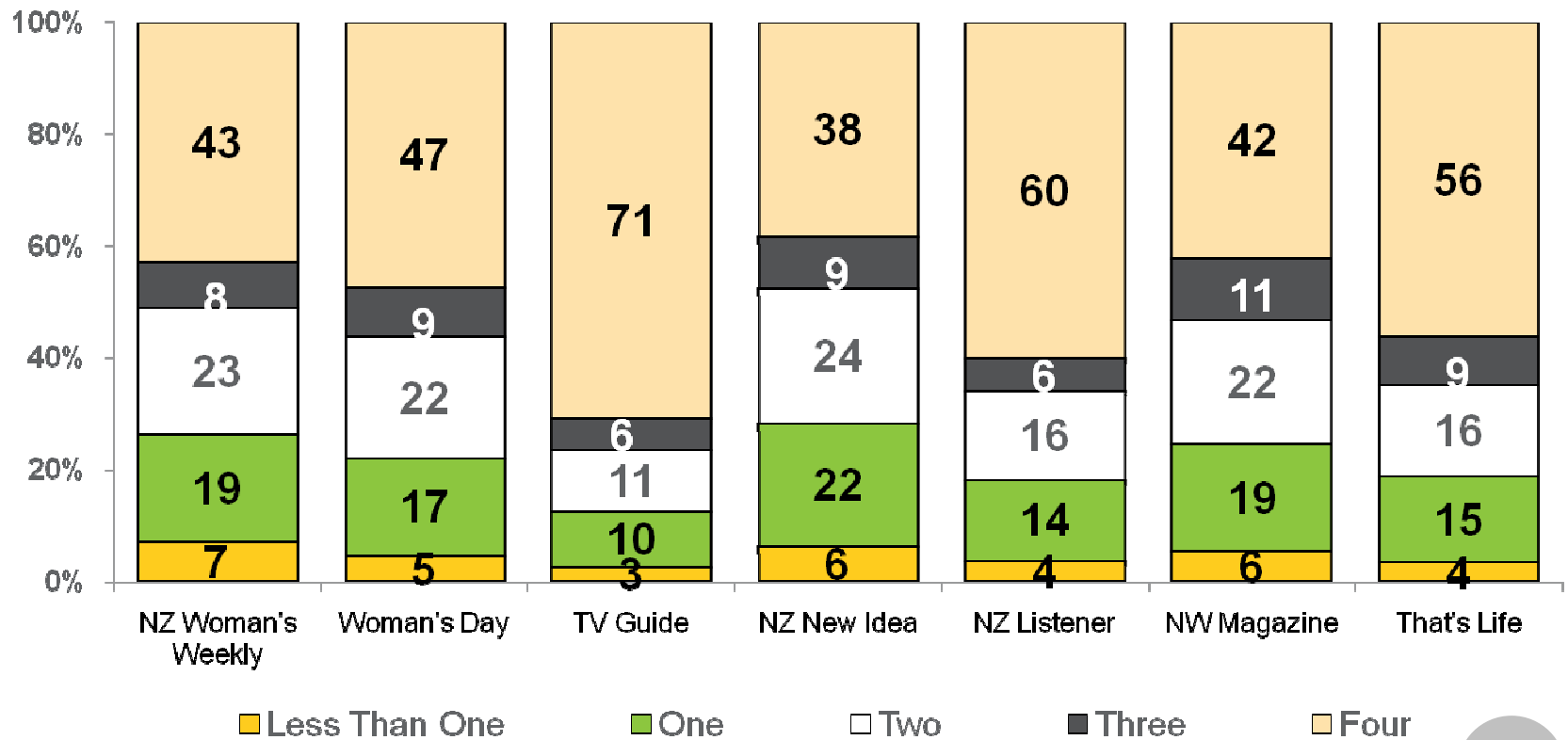
- Average issue readership of:
  - 22 daily metropolitan and provincial newspapers
  - 3 weekly newspapers
  - 150+ suburban and community newspapers
  - 80+ magazines
- Long term trends based on consistent methodology with enhancements coming in 2011 and a transition to online over the next few years
- Special analysis options for newspapers and magazines e.g. sectional reading for newspapers and source of copy for magazines
- Demographics, lifestyles, aspirations, purchase behaviour, psychographics, geo-demographics and more

# What is Readership?

- ‘Readership’ is defined as the number of readers of any issue of a magazine or newspaper over its issue period.
  - Must have read for 2 minutes or more
  - Irrespective of age of the issue or who bought the publication
  - Does not matter where the publication was read
  - Often described as the number of people who read a “typical issue” within the issue period



# Reader Loyalty: Weekly Magazines



Source: Nielsen Media Research National Readership Survey

# What is AIS?

Introducing AIS: Advertising  
Information Service



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# What AIS covers

- Advertising expenditure, reported at rate card, for:
  - Television – main free to air and five Sky channels
  - Print – approx 120 newspapers and 130 magazines
  - Cinema – Val Morgan
  - Radio – national including some direct
  - Online – top ten web publishers
  - Out of Home – OMANZ members
  - Unaddressed direct mail
- Creative:
  - Television
  - Print

# What data is captured

- Advertiser/product
- Size/duration
- Media channel/publication (published where possible)
- Colour
- Placement/position
- Headline/description
- Rate card value
- Date/time

# Reporting from AIS

- Competitive analysis
- Seasonality
- Trending, market shifts
- Prospecting
- Planning support
- Visual verification
- TV spots with ratings added by Nielsen TAM

What can Readership and AIS  
Insights do for you?

The Nielsen logo is positioned in the bottom right corner of the slide. It consists of the word "nielsen" in a lowercase, sans-serif font, with a horizontal line of seven dots underneath it. The logo is contained within a white circular shape that overlaps the blue and orange background sections.

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# Consumer and Media Insights

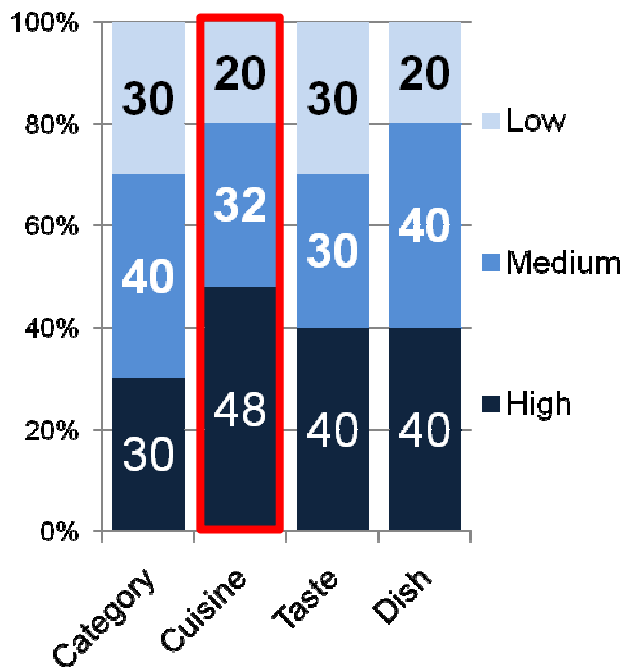
- Understanding your readers
  - Enhanced demographics including
    - Generations
    - Children in the household
    - Income, assets and debt
  - New insights into life and lifestyle
- Insights into household expenditure
  - Data from the NZ Household Economic Survey
- Understanding engagement with your magazine, for example:
  - Time spent reading
  - Length of time a reader
  - Thoroughness of reading
- Many new opportunities...

# 280,000 Cuisine Readers are wine drinkers

132,000 are in the Top \$Wine segment



## Wine Drinkers & Magazine Engagement – Cuisine out performs key competitors



### Key facts about Cuisine’s Wine Drinking Readers:

- 41% say magazines are their **main media source** when they are thinking about what wine to buy (and its among the media used for another 40%)
- 7/10 nominate lunch or dinner times as their top **Magazine occasions** and 55% like to read after dinner as well
- 84% feel Cuisine is a trusted friend
- 76% say Cuisine gives them new insights
- 70% connect strongly with the writers
- 61% talk to friends and family about what they’ve read in Cuisine
- 72% decide where to buy from after reading magazines
- 60% have actually bought things they have seen advertised in magazines

Typically, Wine Drinkers read Cuisine for 97 minutes



64% keep Cuisine for at least three months (and often much longer)

NB: Data is illustrative and not based on actual research

# Media Spend Insights through AIS

- Media spend intelligence to inform strategy:
  - By advertiser
  - By category
  - By media
  - Timeframes for spend
- Competitive analysis and prospecting
  - How much are my key advertiser targets spending?
    - Who is getting their \$advertising?
    - Who is advertising with my competitors, but not me...?
    - When are they spending the most? Is this the same as last year?
  - How much is being spent in categories I want to target?

# Household Electrical Products

1/09/2009 – 31/08/2010

## Top Three Advertisers

1. Noel Leeming Group: \$41,809,000
2. Appliance Connexion Ltd: \$6,365,000
3. Kitchen Things: \$5,180,000

## Top Three Advertisers In Magazines

1. Energizer NZ Ltd: \$225,000
2. Panasonic New Zealand: \$144,000
3. Bose Pty Ltd: \$144,000

## Top Ten Magazines

1. Tone Magazine: \$236,000
2. NZ House & Garden: \$152,000
3. NZ Woman's Weekly: \$135,000
4. Kia Ora: \$115,000
5. Canvas: \$108,000
6. The TV Guide: \$102,000
7. Taste: \$101,000
8. Dish: \$96,000
9. Urbis: \$94,000
10. Australian Womens Weekly: \$92,000

# Toiletries/Cosmetics

1/09/2009 – 31/08/2010

Category Spend (Ratecard): \$188,515,000

12% spent in magazines

## Top Five Advertisers In Magazines

1. L'Oreal: \$3,750,000
2. Johnson & Johnson NZ Ltd: \$2,190,000
3. Revlon NZ Ltd: \$1,748,000
4. Procter & Gamble NZ Ltd: \$1,301,000
5. Unilever Australasia: \$1,255,000

## Top Ten Magazines

1. Woman's Day: \$4,783,000
2. Australian Womans Weekly: \$2,571,000
3. Next: \$2,394,000
4. New Idea: \$1,632,000
5. NZ Woman's Weekly: \$1,419,000
6. Cleo: \$1,161,000
7. Sunday (SST): \$1,062,000
8. Fashion Quarterly: \$899,000
9. NZ House & Garden: \$675,000
10. Girlfriend: \$645,000

Thank you

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