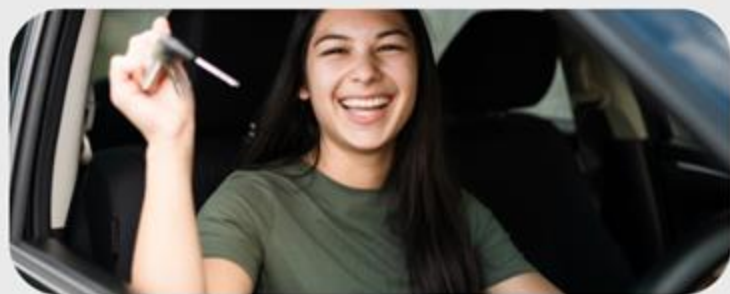


# Category decks.

NZME research & insights

# Automotive category.

Kiwi consumers that make up the automotive category



## Likely Car Buyers

Those who are likely to buy a car in the next year



## EV/Hybrid Considerers

Those who are considering purchasing an EV or Hybrid in the next year



## Car Owners

Those who personally own a motor vehicle (joint or sole ownership)

## Basic demographics of auto audience



**Average age**  
48 years



**Gender**  
50% Male



**Average HHI**  
\$120,202 yearly



**Lifestage**  
41% are adults with young or older children

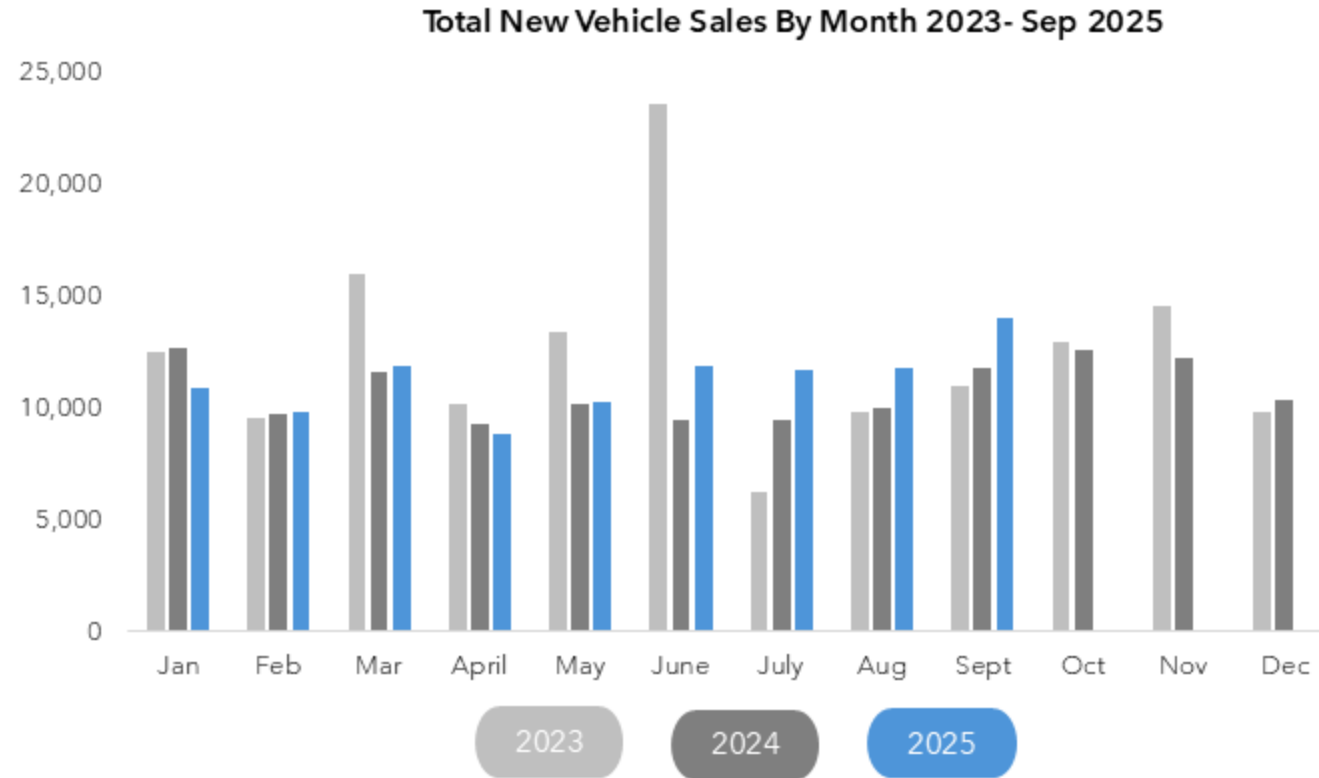
# New vehicle registrations.

In September 2025, total vehicle sales reached 14,000, up 19% from 11,758 in the same month last year.

Year-to-date Jan-Sep 2025, total sales are 100,795, an increase from 93,804 over the same period in 2024.

Growth is being driven by passenger vehicles, which are up 14% YTD, and light commercial vehicles, which remain steady at 26,010. Heavy commercial sales are down 28% YTD, reflecting a decline in this segment.

YTD Jan-Sep 2025 New Vehicle Sales are approximately **7%** higher than the same period in 2024.

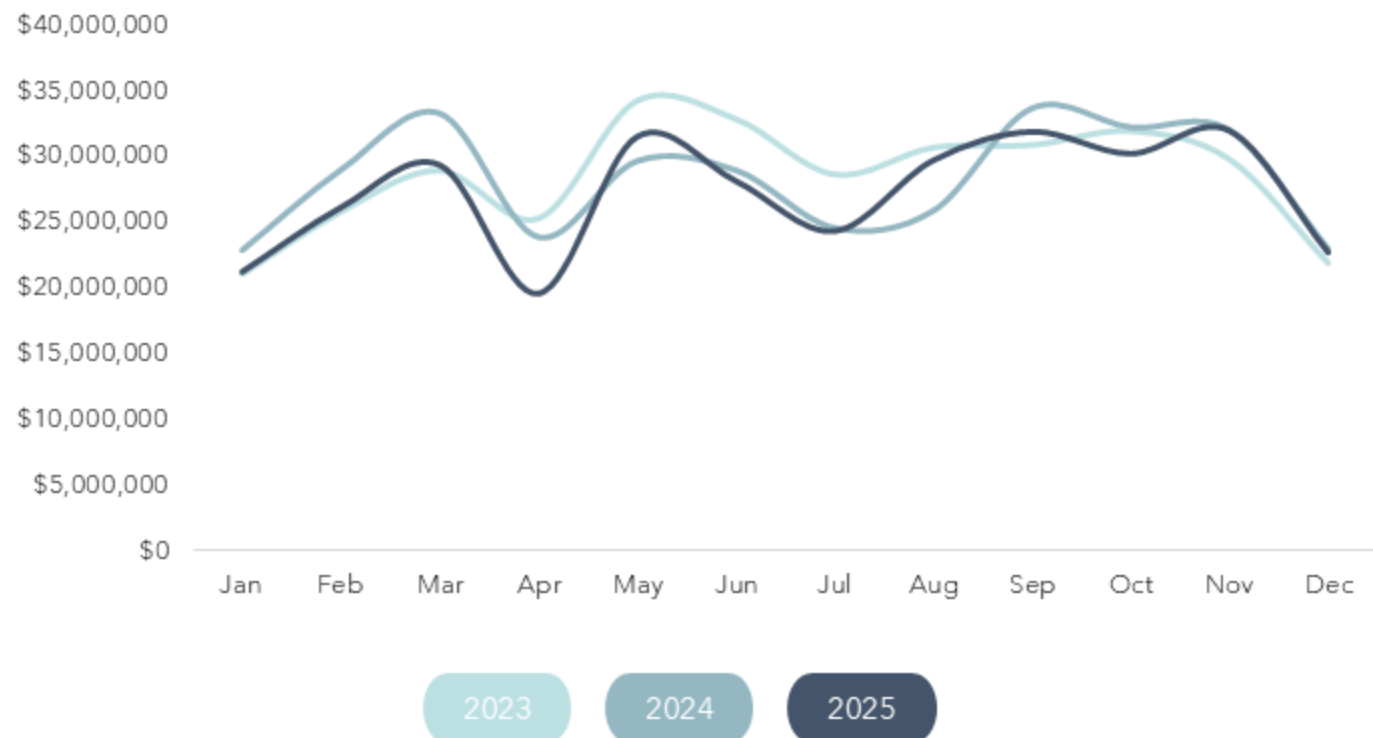


# Automotive spend.

## Over the last three years

Spend among Auto advertisers is down slightly -3.8% YoY

Advertising Spend within the Automotive Category (ratecard)



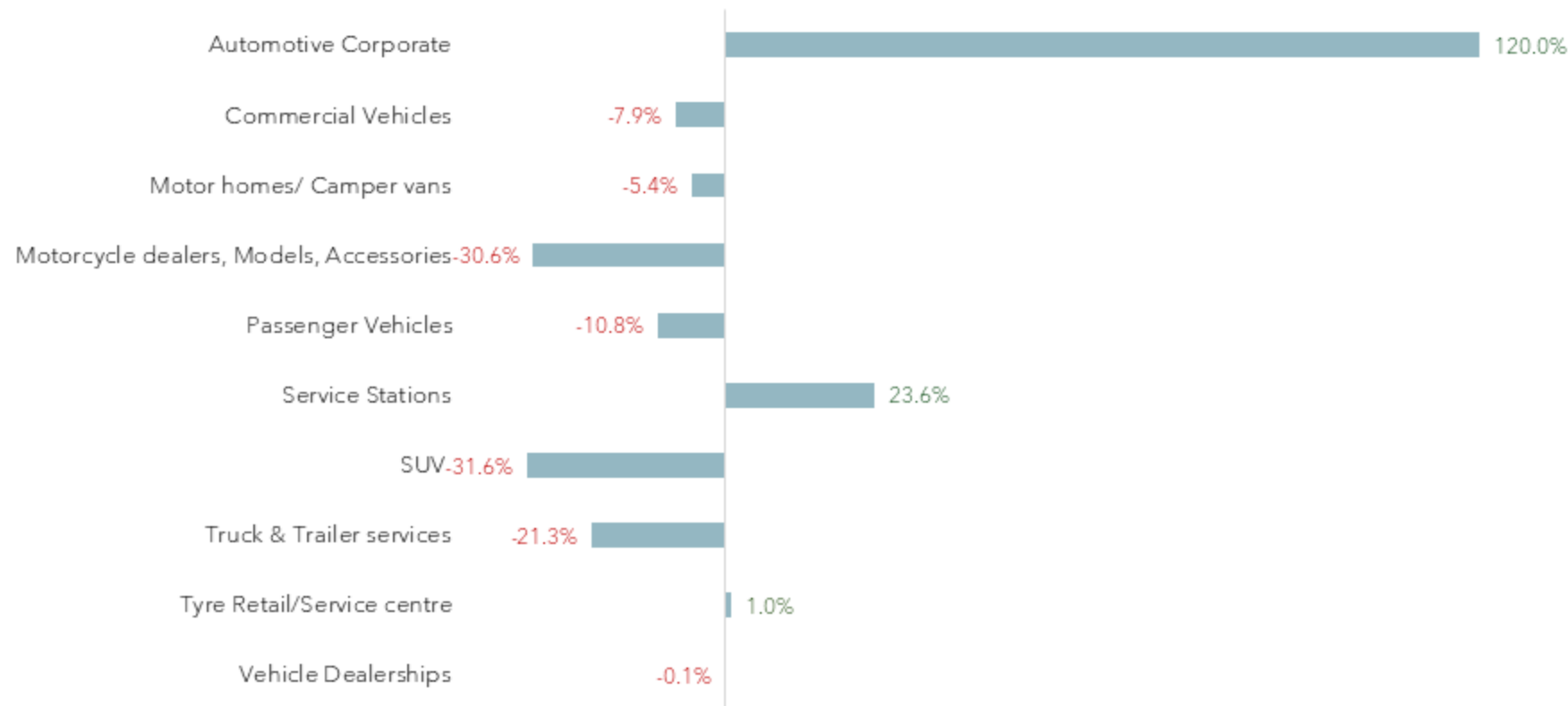
Automotive category advertisers spent nearly \$325 million rate card on advertising in 2025, which was a decrease of -\$13 million (-3.8%) compared to 2024.

So far in 2025, 36% of Automotive category spend was on radio, 33% on TV, and 12% on Outdoor.

# Automotive advertisers.

## Category movements

Automotive sub-category % change in adspend YOY



Automotive category has experienced an overall year-on-year decline.

However, certain sub-categories have shown notable growth, including Automotive Corporate (+120%) and Service Stations (+24%).

Conversely, Motorcycle dealers, Models, Accessories (-31%) and SUVs (-32%) experienced the largest declines.

# Automotive spend advertisers.

## Top advertisers among each sub-category

Vehicle Dealers	2025
Turners Group NZ Ltd	\$19,237,732
Auto Trader	\$5,386,108
Rick Armstrong	\$4,789,116
Giltrap Motor Group	\$2,640,176
Toyota (NZ) Ltd	\$2,198,999

Passenger Vehicles	2025
Toyota (NZ) Ltd	\$14,203,923
Hyundai Motor Company	\$8,812,870
Kia Motors NZ	\$8,555,649
Suzuki NZ Ltd	\$4,060,488
Nissan NZ Ltd	\$3,974,760

Automotive Parts & Services	2025
Smith & Smith Glass	\$7,619,826
Novus Windscreen Repair NZ Ltd	\$6,806,050
Super Cheap Auto Spares	\$5,714,926
Recco Merchants Ltd	\$3,571,926
Auto Super Shoppes	\$2,906,448

SUVs	2025
Kia Motors NZ	\$6,170,205
Mitsubishi Motors NZ Ltd	\$4,502,274
Toyota (NZ) Ltd	\$3,289,560
Mazda NZ Ltd	\$3,101,198
Hyundai Motor Company	\$2,781,343

Commercial Vehicles	2025
Ford Motor Co of NZ Ltd	\$6,046,923
Great Wall Motors	\$2,878,165
Ateco Automotive NZ	\$2,371,942
Mitsubishi Motors NZ Ltd	\$1,987,376
Nissan NZ Ltd	\$1,961,514

Tyre Retail and Service	2025
Mag & Turbo Warehouse	\$5,036,570
TyreMaster	\$784,964
Tyre General Limited	\$695,354
Bridgestone Tyres NZ Ltd	\$679,950
Tony's Tyre Service	\$509,764

Service Stations, Oil, and Fuel	2025
Z Energy	\$22,382,484
Gull Service Stations	\$978,464
Oil Changers NZ Ltd	\$960,546
BP	\$851,636
Waitomo Group Ltd	\$579,328

Motorcycle Dealers	2025
Harley Davidson Distributors	\$984,249
Yamaha Motor New Zealand	\$643,373
City Honda	\$183,114
Warkworth Motorcycles Kaiwaka	\$169,029
Blue Wing Honda Ltd	\$136,442

Automotive Corporate	2025
NZ Automobile Association	\$2,827,166
Tesla Inc	\$1,848,244
Volkswagen NZ	\$1,839,081
BMW NZ Ltd	\$658,401
Ford Motor Co of NZ Ltd	\$384,538

Truck, Van and Trailer Services	2025
Elite Trailers & Floats	\$466,324
Brain Ford Engineering	\$193,147
Hireace Rentals	\$175,377
Handy Rent a Ute	\$143,979
THL Rentals	\$130,346

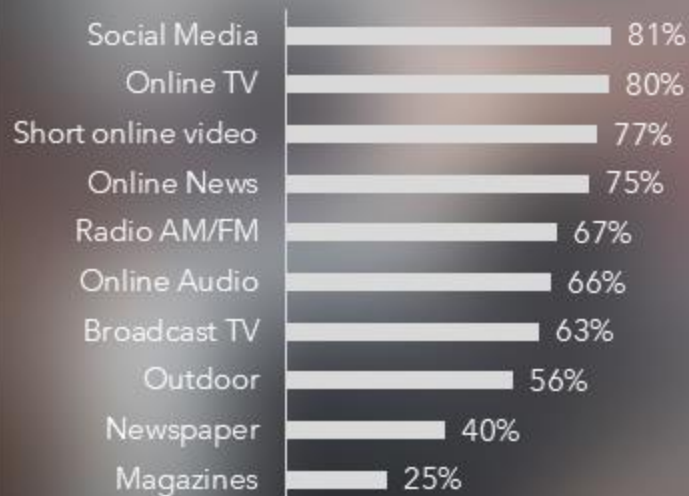


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# Media engagement auto audience.

## How the auto audience interacts with multiple media

### Weekly media usage



Auto Audience

Source: Nielsen CMI Q4 24 - Q3 25 October 25 Fused AP 15+  
Target: Auto Audience (n=4,007,000). \*Total users of each media



41%\* find news on NZ news apps or websites good for finding out what's new.



39%\* of the Auto Audience are put in a good mood by online (streaming) audio .



33%\* find broadcast FM/AM radio good entertainment value, and 43% say they enjoy listening to NZ made music on the radio or online.



13%\* find the information they get from newspapers to be trustworthy/ credible.



15%\* find podcasts help them to form opinions and think differently.

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# Auto audience across NZME.

With NZME's **unique mix of digital, print and audio** channels you can **reach 3,286,000 (82%) of the auto audience.**

Access additional audiences through NZME's leading podcast network and scalable social media channels.

 **NZME Print**  
1,614,000 (40%)

Why include print? **Print is credible**, it can change the way audiences feel about something or someone.  
*Recommended Product: Driven Car Guide, NZ Herald, Travel, TimeOut*

 **NZME Radio**  
1,640,000 (41%)


Why include radio? **Radio is engaging**, and it puts audiences in a good mood.  
*Recommended Product: Newstalk ZB, ZM, The Hits, Coast*

 **NZME Digital**  
2,316,000 (58%)

Why include digital? **Digital is relevant**, audiences feel its good for finding out what's new.  
*Recommended Product: drivencarguide.co.nz, nzherald.co.nz*

SOURCE: Nielsen CMI Q4 24 - Q3 25 Oct 25 Fused AP1.5+, Monthly coverage for Daily & Community titles\*, Weekly coverage for Newspaper Inserted Magazines \*Includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM 53 25) \*Triton NZ Metrics Feb. 2025 (Triton NZ Podcast Metrics Feb 2025)

Access to the NZME network:

 **iHeartRADIO**

870,000  
Kiwis listen  
monthly\*

**NZME.**  
PODCAST NETWORK

Reaching more  
than 810,000  
New Zealanders^

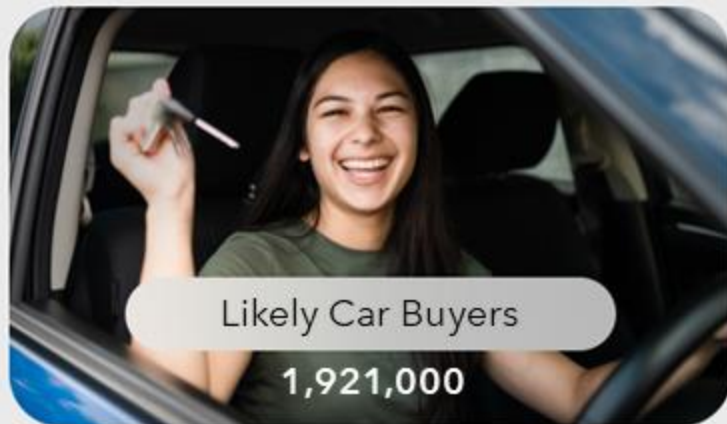


Connect with  
millions of Kiwis  
via NZME socials

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# Automotive audiences.



When buying a car price, reviews & then fuel type are the topmost important factors. Price however, has become less important in the last quarter.

- Toyota is the #1 brand most likely to be considered by over half of the likely car buyers. Mazda is the #2 brand with just over a quarter.
- 47% intend to spend \$20k+ on their next car purchase



Average age  
47 years



Gender  
57% Male



Average HHI  
\$121,320 yearly



EV/Hybrid Considerers care, with 68% placing importance on 'environmental impact' when purchasing a new car.

- 49% say they are environmentalists at heart and around 2 in 3 agree that there is not enough being done to protect the environment.



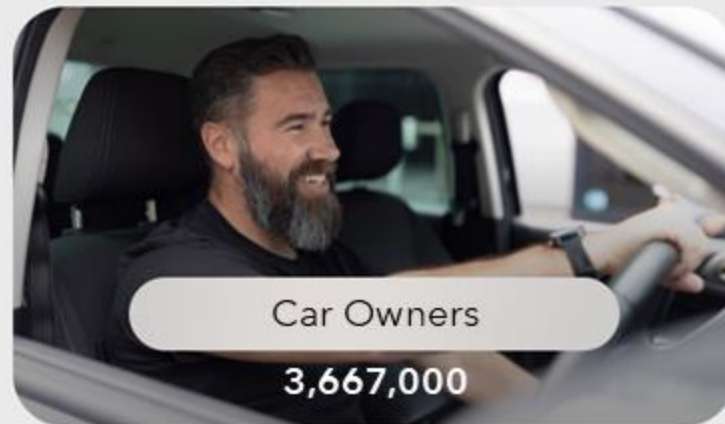
Average age  
48 years



Gender  
60% Male



Average HHI  
\$121,407 yearly



Car owners are cost conscious, with 42% stating that the price of petrol is making them use their car less.

- 49% always listen to the radio when driving in the car.
- 92% consider fuel economy important when buying a new car.



Average age  
48 years



Gender  
51% Female



Average HHI  
\$119,972 yearly

# NZME reaches 82% of the auto audience.

- We reach 3,286,000 of the Automotive audience
- That's 405,000 more than Stuff (+14%) and 1,028,000 more than MediaWorks (+46%)

NZME.

**Northland**  
NZME auto reach 91%  
Likely Car Buyers - 93%  
EV/Hybrid Intenders\* - 93%  
Car Owners - 91%

**Bay of Plenty**  
NZME auto reach 89%  
Likely Car Buyers - 88%  
EV/Hybrid Intenders - 90%  
Car Owners - 89%

**Auckland**  
NZME auto reach 88%  
Likely Car Buyers - 88%  
EV/Hybrid Intenders - 86%  
Car Owners - 88%

**Rotorua**  
NZME auto reach 90%  
Likely Car Buyers\* - 89%  
EV/Hybrid Intenders\* - 80%  
Car Owners - 89%

**Waikato**  
NZME auto reach 84%  
Likely Car Buyers - 82%  
EV/Hybrid Intenders - 84%  
Car Owners - 84%

**Otago**  
NZME auto reach 72%  
Likely Car Buyers - 70%  
EV/Hybrid Intenders - 72%  
Car Owners - 73%

**Wellington**  
NZME auto reach 78%  
Likely Car Buyers - 77%  
EV/Hybrid Intenders - 74%  
Car Owners - 78%

**Canterbury**  
NZME auto reach 71%  
Likely Car Buyers - 71%  
EV/Hybrid Intenders - 70%  
Car Owners - 71%

SOURCE: Nielsen CMI Q4 24 - Q3 25 Oct 25 Fused, Monthly coverage for Daily & Community titles^, Weekly coverage for Newspaper Inserted Magazines ^includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25); Stuff comparison includes monthly coverage for print & digital (incl. neighbourly), MediaWorks comparison excludes Outdoor as not available. \*Please exercise caution due to limited sample size for this audience.

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# NZME auto audience.

Reaching 3,286,000  
of the auto audience



**nzherald.co.nz**  
2,053,000

Auto Audience:  
1,888,000

**iHeartRadio<sup>^</sup>**  
765,000

Auto Audience:  
703,000

**NZH**  
1,058,000

Auto Audience:  
978,000

**ZM**  
446,000

Auto Audience:  
404,000

**Travel Tuesday**  
411,000

Auto Audience:  
380,000

**Newstalk ZB**  
642,000

Auto Audience:  
593,000

**Herald On  
Sunday**  
308,000

Auto Audience:  
287,000

**TimeOut**  
278,000

Auto Audience:  
257,000

**Hauraki**  
206,000

Auto Audience:  
188,000

**Reset/ Sunday  
Travel**  
206,000

Auto Audience:  
191,000

**The Hits**  
400,000

Auto Audience:  
370,000

**Canvas**  
257,000

Auto Audience:  
236,000

**OneRoof**  
682,000

Auto Audience:  
624,000

**Driven**  
165,000

Auto Audience:  
154,000

**Regional Daily  
Newspapers**  
227,000

Auto Audience:  
210,000

**Community  
Newspapers**  
112,000

Auto Audience:  
104,000

**Coast**  
276,000

Auto Audience:  
256,000

**Gold Sport**  
25,000

Auto Audience:  
22,000

**Flava**  
139,000

Auto Audience:  
126,000

**Viva Weekly**  
205,000

Auto Audience:  
191,000

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# NZME audiences drive places.

They come to us before they go

NZME reaches  
3.3 million of the  
automotive audience



Our Driven brand (print &  
online) reaches almost  
419,000 New Zealanders<sup>^</sup>

**DRIVEN**  
CAR GUIDE

We publish  
New Zealand's #1  
auto magazine



On average New Zealander's  
are looking to spend  
\$24,628 on a new/used car



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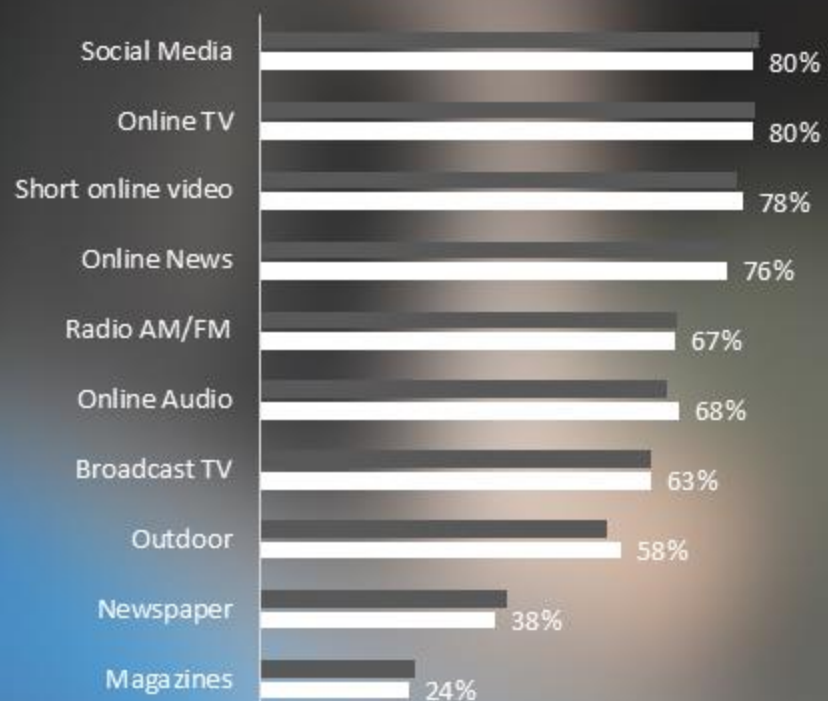
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SOURCE: Nielsen CMI Q4 24 - Q3 Oct 25 Monthly coverage for Daily Community titles\*, Weekly coverage for Newspaper Inserted Magazines \*includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25). ^Nielsen CMI Q4 23 - Q3 24 Nov 24 Fused AP15+

# Appendix.

# Reaching likely car buyers.

## Weekly media usage



AP15+

Likely car buyer

1,569,000 (82%) reached across NZME's channels.

 **NZME Print**  
766,000 (40%)

Recommended Product:  
NZ Herald, Driven Car Guide

 **NZME Radio**  
787,000 (41%)

Recommended Product:  
ZM; Hauraki; Flava

 **NZME Digital**  
1,106,000 (58%)

Recommended Product:  
DrivenCarGuide.co.nz, nzherald.co.nz

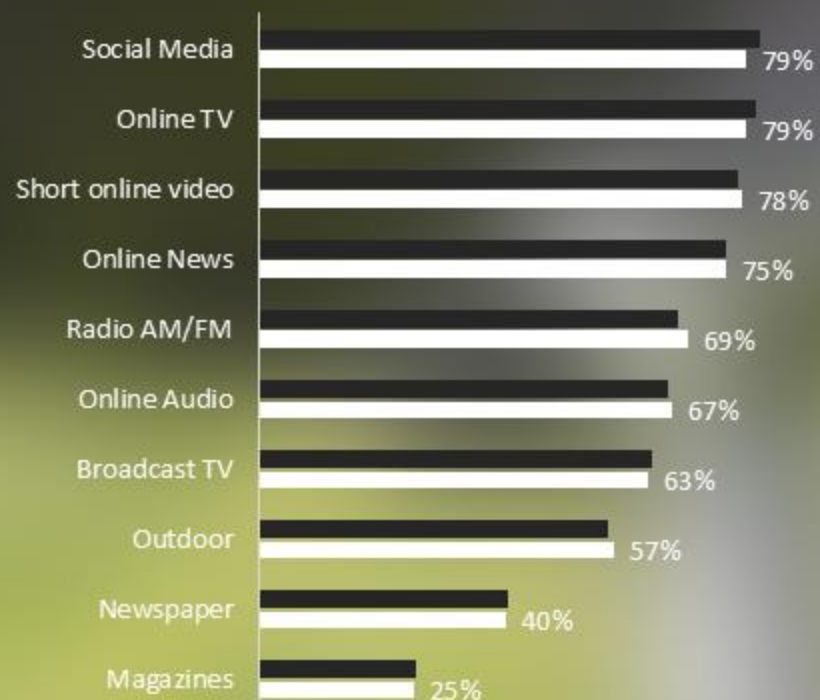
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SOURCE: Nielsen CMI Q4 24 - Q3 25 Oct 25 Fused Monthly coverage for Daily & Community titles\*, Weekly coverage for Newspaper Inserted Magazines \*includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM 53 25)

# Reaching hybrid/ev considerers.

## Weekly media usage



AP15+

Hybrid/ev considerers

966,000 (81%) reached across NZME's channels.

 **NZME Print**  
479,000 (40%)

Recommended Product:  
NZ Herald, Driven Car Guide

 **NZME Radio**  
486,000 (41%)

Recommended Product:  
ZM; Flava; Radio Hauraki

 **NZME Digital**  
690,000 (58%)

Recommended Product:  
DrivenCarGuide.co.nz, nzherald.co.nz

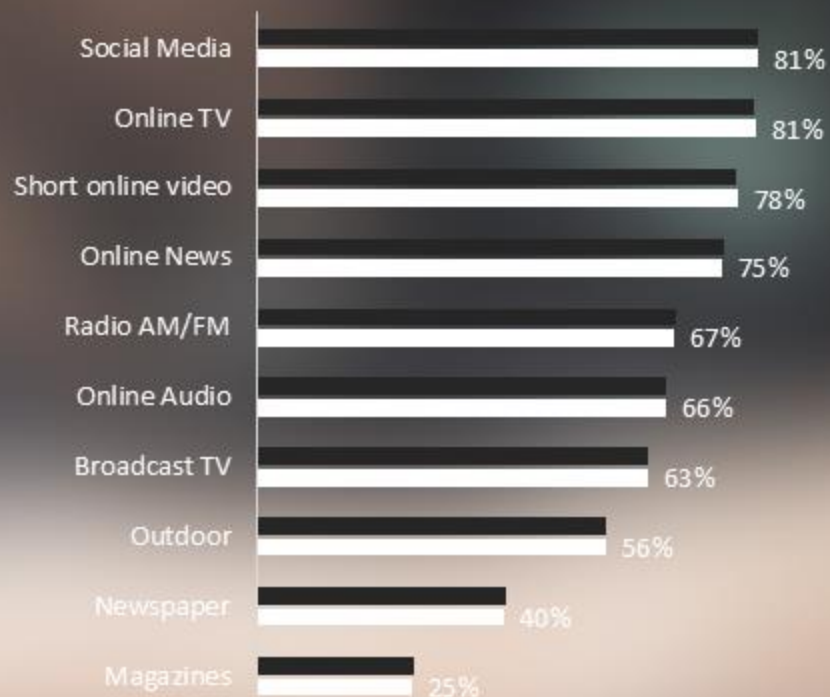
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SOURCE: Nielsen CMI Q4 24 - Q3 25 Oct 25 Fused Monthly coverage for Daily & Community titles\*, Weekly coverage for Newspaper Inserted Magazines \*includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM 53 25)

# Reaching car owners.

## Weekly media usage



AP15+

Car owners

**3,006,000 (82%)** reached across NZME's channels.

 **NZME Print**  
1,474,000 (40%)

Recommended Product:  
Driven Car Guide, NZH, Travel

 **NZME Radio**  
1,504,000 (41%)

Recommended Product:  
Newstalk ZB; Coast; Hits

 **NZME Digital**  
2,119,000 (58%)

Recommended Product:  
[nzherald.co.nz](http://nzherald.co.nz); [DrivenCarGuide.co.nz](http://DrivenCarGuide.co.nz)

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# Why print.



## Print drives action

Typically, 65% of NZME's newspaper readers will take immediate action as the result of reading a newspaper - make a purchase, visit a website, share with others, attend an event. Give readers something to act on.



## Bigger is better

Readers spend 50% longer on full page ads than half pages~ - more space for key messages and product catalogues. More space to make an impact. Bigger ad. Bigger impression.



## Print is trusted

The daily newspaper in print (alongside online news) are in the top 3 most trusted media channels for New Zealanders.



## Print delivers

Incremental reach; 591,000\* of NZME's print audience don't use Instagram.



## Print readers are focused

Newspaper is the least distracted media, with 56% engaging with no other media whilst reading^.



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# Print incremental reach.

591,000



591,000 who don't use Instagram

889,000



889,000 who don't use TikTok

971,000



971,000 who don't use LinkedIn

638,000



638,000 who don't use WhatsApp

971,000



971,000 who don't use Snapchat

1,072,000



1,072,000 who don't use X (formerly Twitter)

# Why radio.

## Radio is personal and engaging

Well-known talent can increase attitude, memory processes and engagement by up to 10%\*. Radio ads get stuck in people's heads, playing a large part in the unconscious ad recall+.

## Radio follows people throughout their day

It's portable and they take it with them. Kiwis can wake up with it, work with it, travel with it, take it to the gym, relax with it and fall asleep with it, meaning that advertising messages are with consumers right up to the point of purchase.

## Radio is trusted & informative

Radio is one of the most trusted media platforms in New Zealand. 80% of people think the human voice can establish trust like nothing else\*\*. It's a fun & exciting environment, but also informative with 36% tuning in to get the latest news & updates+.

## Radio delivers

Adding an audio component to a campaign creates a +37% uplift across engagement, attention & recall metrics demonstrating audio's ability to increase ROI~.

## Number one for multi-tasking

Audio is Kiwis' favourite media for doing other things whilst engaging with. It's easy to become absorbed in this media whilst doing other things, yet audio still delivers a 30% cut-through even with low consumer attention~.



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# Why podcasts.

## Podcasts listeners are focused

1 in 5 listeners give podcast advertisements their full attention and 51% of listeners are engaging with no other media while listening<sup>^</sup>.

## Podcasts drive consideration

After hearing an ad on a podcast, a quarter (25%) have searched for information on a product/brand.\*

## Podcasts are trusted

25% have learnt about a product/brand after hearing an ad on a podcast and 16% are then likely to trust that product/brand.

## Listeners advocate for podcasts

65% have recommended a podcast to a family member or friend.

## Relevance

Over a third (33%) will pay attention to an ad that the host mentions or is relevant to the podcast topic



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# Why NZ digital news.

## **((•)) Wide-reaching**

Digital news has wide and frequent engagement. Kiwis pick up news stories as they wake in the morning, and follow news websites and Apps across the day for regular updates.

## **📱 Multi-platform presence**

With presence across desktop, mobile and tablet devices, digital news maximises the frequency of messaging and opportunities to reach target audiences in any given day, regardless of the device they are using.

## **👤 Delivers highly targeted audiences**

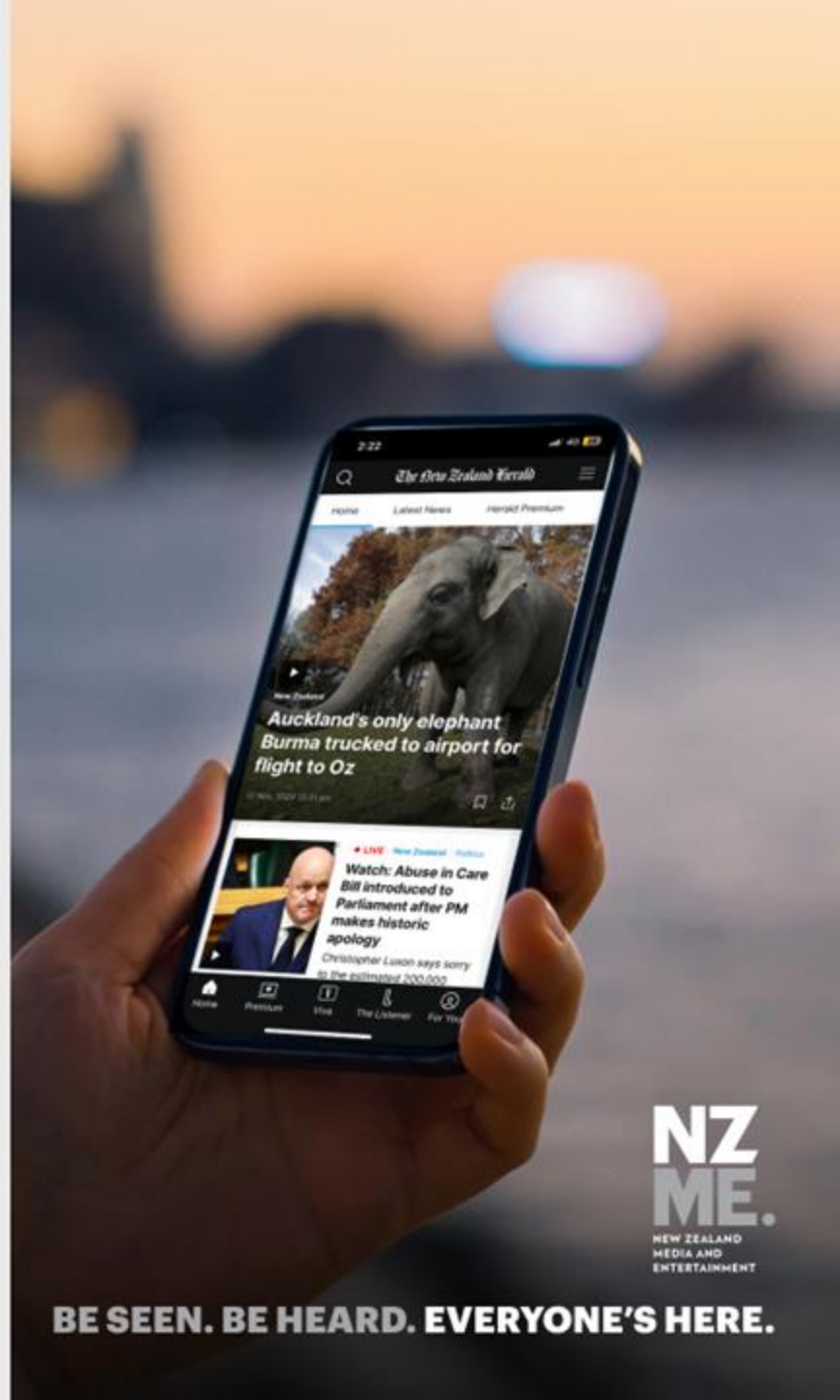
Digital news enables brands to deliver a highly personalised and targeted experience, with reduced wastage.

## **📊 Measurable results**

Detailed analytics and reporting of campaigns allow clients to track the performance of their ads to optimise marketing strategies.

## **❤️ 5.4x more trustworthy & credible than Social Media**

NZ news Apps/websites are the top choice for Kiwis when it comes to being a media they consider trustworthy and credible; more trusted than Broadcast TV, and five times more trusted than Social media.



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