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ECONOMIC ASPECTS OF NINETEENTH-CENTURY
NEW ZEALAND NEWSPAPERS

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RESEARCHERS INTO ASPECTS of nineteenth-century New Zealand newspaper history have been handicapped by the paucity of hard data about many aspects of these newspapers, and in particular about their economic aspects. By 'economic' I mean here those activities related to income from newspaper-related activities: this includes income from sales, advertising, job printing, and so on; and expenditure incurred in these activities, such as purchasing a newspaper or plant (the capital value), or the number of employees and their wages. This paucity has led historians of the nineteenth-century New Zealand press to draw conclusions which are at best tentative, often misleading, and occasionally manifestly false. In a paper presented to a conference held to honour the work of Keith Maslen¹ I attempted to summarize and evaluate what data I could locate on some economic aspects of nineteenth-century New Zealand newspapers. This paper attempted to ascertain whether collating and juxtaposing such data allowed better conclusions to be drawn than we could formerly make, and whether we could better delineate the boundaries of what is known and what is still to be sought. The Maslen paper used selected examples to illustrate the points it made concerning profitability of the newspapers, but that forum was not the appropriate place to present the full data. The intention of this paper is to make this data more accessible to those working in the field.

Sources and accuracy of the data

The data presented here comes from a wide range of sources, each with considerable limitations. Much of it is derived from the newspapers themselves; other data comes from official sources such as the amounts paid to newspapers for government advertising and job printing which were reported to the House of Representatives. Trade journals, such as those issued by the Typographical

Association, yield some information, and a small quantity is to be found in other sources, which include recent writings about newspapers in New Zealand and some contemporary documentation.

The reasons for which this data was created are varied and its accuracy can, in most cases, be called into question in different ways. For example, the claims about circulation figures made by newspaper proprietors when tendering for government advertising between 1876 and 1883 were clearly presented in the most positive light to ensure success. Data published to discredit rivals or perhaps to attract further investment must be suspect. On the other hand, there is no reason to doubt the veracity of 'in-house' management data such as the circulation figures of the *Lyttelton Times* during the 1880s. The advantage of collating this data, despite the accuracy or otherwise of individual pieces of information, lies, I believe, in the indication of trends which such juxtaposition allows.

The data is presented here in seven categories: circulation, costs, capital value, annual profit/loss, number of staff, wages, and delivery charges and expenses. As it is probably incorrect to generalise about nineteenth-century newspapers in New Zealand, the division is made first into the periods 1840 to 1859 and then 1860 to 1899, and for the latter period into metropolitan and country newspapers. References to specific newspaper titles are given in a short form: more detail can be found in several sources.²

Circulation

Table 1 notes circulation figures of New Zealand newspapers from 1840 to 1859. Tables 2 to 5 list circulation figures for various categories of New Zealand newspapers for the period 1860-1899: first metropolitan newspapers, next country newspapers; then data is extracted from these tables for metropolitan weekly newspapers and for twice-weekly, thrice-weekly and daily metropolitan newspapers. The reader should note the cautions I express in the Maslen article about the relationship between circulation figures, income of the newspaper, its influence, the population of the centres and areas it served, and its readership.³ These tabulations of circulation figures allow moderately accurate ranges of circulation figures for each decade and for each type of newspaper to be deduced. As only one example, a metropolitan daily was not viable in the early part of the 1880s unless its circulation reached 2,500, whereas for dailies in the provincial centres during that period as few as 900 was sufficient (as for the *Marlborough Express*), but under that number failure was imminent (as for Hokitika's *Evening Star*, with 500).

Costs

Costs of newspapers during the period 1840 to 1859 are listed in Table 6. Costs for the period 1860 to 1899 follow: Table 7 lists the costs of weekly and monthly

papers, Table 8 the costs of daily newspapers, and Table 9 the costs of newspapers issued twice and three times per week.

The prices in Tables 6 to 8 are expressed first in cost per number, followed by the cost for a quarterly subscription (13 weeks) paid in advance. There was almost inevitably a higher charge for 'booked' subscriptions, not noted here; charges for periods longer than one quarter were also frequently advertised. No note is taken here of additional charges for postage or carriage, but (at least for the periods when these were in force) these were also usually advertised.

The Maslen paper notes some of the dangers in attempting to deduce income from this data. Such practices as discounting and distributing free copies are known to have been common practice (a little evidence is noted in Table 14), but their extent is still completely unclear.

Capital value

Table 10 lists the scanty data located for capital value of newspapers for the period 1840 to 1899. This data has serious limitations: for example, some of the amounts are for the capital value of companies being floated to establish a new newspaper, and if it was not established then the implication is that the capital value was considered by potential investors to be too high.

Annual profit/loss

Table 11 notes the even more sparse data about profit and loss of newspapers: this data covers the period 1844 to 1891.

Number of staff

Table 12 notes the again limited evidence for the number of staff employed on New Zealand newspapers. This covers the period 1841 to 1890.

The data is, again, limited in its applicability. There would always have been the small country newspaper whose proprietor, either alone or with occasional help, carried out all of the activities necessary to issue the paper. Some of the data is taken from pictorial sources and is capable of being interpreted in several different ways. Some staff may have been employed only on job printing, but the evidence does not specify this.

Wages

Table 13 notes evidence from 1840 to 1890 concerning wages paid to employees on the newspapers. It is subdivided into four categories: Editorial Staff, Pressmen, Compositors, and Others. This evidence is limited, too, both in its quantity and in what can be deduced from it. It is, for example, possible that editors were unremunerated during the earlier period; proprietors did not draw any income from the newspaper in some instances.

Delivery charges and expenses

The final table, Table 14, notes some statements and other evidence relating to delivery charges and expenses. It is subdivided into three categories: Postage, Carriage; Agents' Commissions, etc.; and Free Distribution.

Conclusion

The data presented here clearly has considerable limitations and must be used with caution even within these limitations. It is capable of considerable further refinement, to be added to by those who are working in the field of New Zealand newspaper history, and to be used to make comparisons with newspapers in other countries. It is presented here in the hope that it will stimulate further collation, and eventually better evaluation, of such data.

NOTES

1. The paper, entitled 'Formula for Success: Economic Aspects of the Nineteenth-Century New Zealand Press', was presented at the Keith Maslen Conference, Monash University, on 31 August 1990. The papers from this conference have been published as *'An Index of Civilisation': Studies of Printing and Publishing History in Honor of Keith Maslen*, edited by R. Harvey, W. Kirsop and B.J. McMullin (Melbourne: Centre for Bibliographical and Textual Studies, Monash University, 1993).
2. D.R. Harvey, *Union List of Newspapers Preserved in Libraries, Newspaper Offices, Local Authority Offices and Museums in New Zealand* (Wellington: National Library of New Zealand, 1987); Guy H. Scholefield, *Newspapers in New Zealand* (Wellington: Reed, 1958); Patrick Day, *The Making of the New Zealand Press: a Study of the Organizational and Political Concerns of New Zealand Newspaper Controllers 1840-1880* (Wellington: Victoria University Press, 1990).
3. This point is amplified by Gordon Beavan, 'A Critique of Newspaper History', *Bibliographical Society of Australia and New Zealand Bulletin* 17, 1 (1993): 5-15.

ABBREVIATIONS USED IN THE TABLES

- d published daily
 2w published two times per week
 3w published three times per week
 w published once per week
 ft published once every two weeks
 m published once per month

TABLE 1

CIRCULATION OF NEW ZEALAND NEWSPAPERS, 1840-1859

- 1840 *New Zealand Advertiser and Bay of Islands Gazette* (Kororareka, w) 200; Editor notes 'only ninety subscribers'

- New Zealand Gazette and Wellington Spectator* (Wellington, w) 400 printed (60 local and 25 overseas subscriptions, 20 single copies sold, rest given away)
- 1841 *Auckland Chronicle and New Zealand Colonist* (w) 100
- 1842 *Auckland Chronicle and New Zealand Colonist* (w) 250
Bay of Islands Observer (Kororaraka, w) 150
New Zealand Colonist and Port Nicholson Advertiser (Wellington, 2w) 250
New Zealand Gazette and Wellington Spectator (Wellington, w) 400 printed (250 subscriptions)
- New Zealand Herald and Auckland Gazette* (Auckland, 2w) 250
Te Karere o Nui Tireni (Auckland, m) 250, later 500 printed
- 1843 *Auckland Chronicle and New Zealand Colonist* (w) 150
- 1844 *Auckland Times* (w) 100
Nelson Examiner (w) 200
New Zealand Gazette and Wellington Spectator (Wellington, 2w) 300?
Southern Cross (Auckland, w) 200
- 1845 *New Zealand Spectator and Cook's Straits Guardian* (Wellington, w) 130
- 1849 *Otago News* (Dunedin, ft, w) estimated 80 (Cargill withdraws 40 subscriptions)
- 1854 *Otago Witness* (Dunedin, w) 110-210?
- 1855 *Maori Messenger* (Auckland, m) 1000, later 500 printed, reduced to 500
Otago Witness (Dunedin, w) 210
- 1857 *Auckland Register* (w) 1500
New-Zealander (Auckland, 2w) 2000 weekly
Trumpeter and Universal Advertiser (Auckland, 3w) 400

TABLE 2

CIRCULATION OF NEW ZEALAND METROPOLITAN NEWSPAPERS
1860-1899

- 1861 *Auckland Examiner* (w) 500
Otago Daily Times (Dunedin, d) 2750
- 1862 *Otago Daily Times* (Dunedin, d) 7000
- 1863 *Evening News* (Dunedin, d) 1000?
Lyttelton Times (Christchurch, 3w) 1500, 'occasionally rising to 2000'
Press (Christchurch, d) 5000 per week
- 1864 *Evening Mail* (Christchurch, d) 1000
- 1865 *Evening Mail* (Christchurch, d) 1200
- 1866 *Penny Journal* (Auckland, w) 2000
- 1870 *Evening Star* (Auckland, d) 400
- 1872 *Evening Star* (Auckland, d) 2700
Morning Star (Dunedin, d) combined circulation with *Evening Star* over 4000
- 1874 *Evening Star* (Auckland, d) 4000
- 1875 *Evening Star* (Auckland, d) 4700

- 1876 *Evening Argus* (Wellington, d) over 1500
Evening News (Dunedin, d) 1800
Evening Post (Wellington, d) 3000
Evening Star (Auckland, d) 5150
Evening Star (Dunedin, d) 5300
Lyttelton Times (Christchurch, d) 2850
New Zealand Herald (Auckland, d) 2700
New Zealand Public Opinion (Dunedin, w) 2200
New Zealand Times (Wellington, d) 3200
Otago Daily Times (Dunedin, d) 3000
Otago Guardian (Dunedin, d) 1500
Otago Witness (Dunedin, w) 4000
Press (Christchurch, d) 2500
Southern Mercury (Dunedin, w) 3500
Weekly Herald (Auckland, w) 4500
- 1877 *Evening News* (Dunedin, d) 3150
Evening Star (Auckland, d) upwards of 6500
Evening Star (Dunedin, d) 6500
Lyttelton Times (Christchurch, d) 3250
Morning Herald (Dunedin, d) 3000
Otago Daily Times (Dunedin, d) 2250-4000
- 1878 *Age* (Dunedin, d) 3150
- 1879 *Evening Post* (Wellington, d) 5179
Evening Star (Dunedin, d) 7300
Evening Tribune (Dunedin, d) 5833
Lyttelton Times (Christchurch, d) 4100
Morning Herald (Dunedin, d) 3500
New Zealand Mail (Wellington, w) 1350
New Zealand Times (Wellington, d) 1300-2400
Otago Daily Times (Dunedin, d) 2000-4000
Otago Witness (Dunedin, w) 6500-7000
Penny Post (Dunedin, w) 2000 'guaranteed'
Press (Christchurch, d) 5000
Weekly Press (Christchurch, w) 5000 printed 19 July, 5700 printed 9 August
- 1880 *Auckland Weekly News* (w) 6000
Echo (Dunedin, w) 1000 printed
Evening Post (Wellington, d) 5570
Evening Star (Auckland, d) 6300
Evening Star (Dunedin, d) over 8000
Lyttelton Times (Christchurch, d) 4000
Morning Herald (Dunedin, d) 3500
New Zealand Free Press (Auckland, w) 1400
New Zealand Herald (Auckland, d) 'up to 6200'

- Otago Daily Times* (Dunedin, d) 2000-3000
Otago Witness (Dunedin, w) 7000
Press (Christchurch, d) 5250
Telegraph (Christchurch, d) 2000
 1881 *Auckland Free Lance* (2w) 3000
Auckland Weekly News (w) 6000
Evening Star (Dunedin, d) over 7500; another source gives over 8000
Morning Herald (Dunedin, d) 2500-4000
New Zealand Freeman's Journal (Auckland, w) 1250
New Zealand Herald (Auckland, d) 'up to 6350'
New Zealand Public Opinion (Dunedin, w) 2000-3500
Otago Daily Times (Dunedin, d) 4100
Otago Witness (Dunedin, w) 7000
Press (Christchurch, d) 4750
Telegraph (Christchurch, d) 1335
 1882 *Evening Star* (Auckland, d) 7850
Evening Star (Dunedin, d) 7500 to 8000
Auckland Weekly News (w) 6100
Morning Herald (Dunedin, d) 2500
New Zealand Herald (Auckland, d) 6750
New Zealand Public Opinion (Dunedin, w) 1850
Otago Daily Times (Dunedin, d) 4000-6000
Otago Witness (Dunedin, w) 7250-8500
Press (Christchurch, d) over 5000
 1883 *Morning Herald* (Dunedin, d) 2500
New Zealand Herald (Auckland, d) 4056
Otago Daily Times (Dunedin, d) 4650
 1884 *Evening Star* (Auckland, d) 10000
 1885 *Auckland Evening Bell* (d) never more than 500 per day
Lyttelton Times (Christchurch, d) 26395 for week ending 13 June (average 4375 daily)
Star (Christchurch, d) 4900
 1886 *Auckland Evening Bell* (d) never more than 500 per day
 1887 *Auckland Evening Bell* (d) never more than 500 per day
New Zealand Protectionist (Auckland, w) over 5000
Weekly Herald (Wellington, w) 4500
 1888 *Auckland Evening Bell* (d) never more than 500 per day
Auckland Star (d) 10717
 1889 *Weekly Herald* (Wellington, w) 20000 per year
 1890 *Tribune* (Auckland, w) over 4000
 1893 *Busy Bee* (Auckland, w) 10000
 1898 *Auckland Star* (d) 15325
Newton Sun (Auckland, ft) 5000

TABLE 3

CIRCULATION OF NEW ZEALAND COUNTRY NEWSPAPERS 1860-1899

1860	<i>Taranaki Herald</i> (New Plymouth, w) 1000 (over 3000 troops stationed in New Plymouth)
1862	<i>Taranaki Herald</i> (New Plymouth, w) under 500
1867	<i>Evening Herald</i> (Wanganui, d) 'upwards of 2200 per week'
1868	<i>Evening Herald</i> (Wanganui, d) 2200 per week <i>New Zealand Celt</i> (Hokitika, w) 1500
1869	<i>Hokitika Daily News</i> (d) 1000 <i>Weekly Herald</i> (Wanganui, w) combined circulation with <i>Evening Herald</i> 900 (on Saturdays?)
1870	<i>Leader</i> (Hokitika, w) 1000
1875	<i>Taranaki News</i> (New Plymouth, w) 400
1876	<i>Bruce Herald</i> (Milton, 2w) 2000 (400 weekly in Dunedin, 3600 weekly in country districts) <i>Budget</i> (New Plymouth, w) 450 <i>Charleston Herald</i> (2w) 300 <i>Colonist</i> (Nelson, 3w) 1250 <i>Daily Telegraph</i> (Napier, d) 1480 (opposition paper suggests should be 700-800) <i>Grey River Argus</i> (Greymouth, d) 760 <i>Hawke's Bay Herald</i> (Napier, d) 1200 <i>Marlborough Express</i> (Blenheim, 2w) 800 <i>Marlborough Press</i> (Picton, w) 350 <i>Mount Ida Chronicle</i> (Naseby, w) 400-500 <i>Nelson Daily Times</i> (d) 900 <i>Nelson Evening Mail</i> (d) 1225 <i>News Letter</i> (Masterton, 3w) 415 <i>Patea Mail</i> (2w) 400 <i>South Canterbury Times</i> (Timaru, d) 1000 <i>Southland Daily News</i> (Invercargill, d) 1300 <i>Southland Times</i> (Invercargill, d) 1200 <i>Taranaki Herald</i> (New Plymouth, d) 700 <i>Taranaki News</i> (New Plymouth, w) 700 <i>Thames Advertiser</i> (d) 3250 <i>Timaru Herald</i> (d) over 800 <i>Tomahawk</i> (Timaru, w) 1000 <i>Wairarapa Standard</i> (Greytown, 3w) over 1000 <i>Weekly Mercury and Hawke's Bay Advertiser</i> (Napier, w) 850 <i>West Coast Times</i> (Hokitika, d) 1100 <i>Westport Times</i> (2w) 550
1877	<i>Budget</i> (New Plymouth, w) 900 <i>Colonist</i> (Nelson, 3w) 1250 <i>Daily Telegraph</i> (Napier, d) 1800 (730 in Napier)

- Evening Star* (Hokitika, d) 800
Grey River Argus (Greymouth, d) 1050
Hawke's Bay Herald (Napier, d) 1325
Marlborough Express (Blenheim, 2w) 800
Marlborough Press (Picton, w) 400
Nelson Daily Times (d) 950
Nelson Evening Mail (d) 1325
Taranaki Herald (New Plymouth, d) 1000
Taranaki News (New Plymouth, w) 800-850
Thames Advertiser (d) 3250
West Coast Times (Hokitika, d) 1250
Westport Star (d) 250
- 1878 *Mataura Ensign* (Gore, w) over 1000 names on subscription list for first number
Northern Advocate (Whangarei, w) 1000
Westport News (d) under 60
- 1879 *Ashburton Guardian* (3w) 800
Budget (New Plymouth, w) 900
Colonist (Nelson, 3w) 1300
Daily Telegraph (Napier, d) 1575
Evening Star (Hokitika, d) 520
Evening Star (Thames, d) 1500
Grey River Argus (Greymouth, d) 950
Hawke's Bay Herald (Napier, d) 1400
Hawke's Bay Weekly Courier (Napier, w) 600
Marlborough Express (Blenheim, 2w) 800 to 850
Marlborough Press (Picton, w) 400
Nelson Evening Mail (d) 1500
New Zealand Lantern (Hokitika, w) 4000
Taranaki Herald (New Plymouth, d) 1100
Taranaki News (New Plymouth, w) 1050
Thames Advertiser (d) 2000
Timaru Herald (d) 1400
Wanganui Herald (d) combined circulation with *Weekly Herald* 7000 weekly
Weekly Mercury and Hawke's Bay Advertiser (Napier, w) 675
Westport Star (d) 250
Westport Times (2w) 500
- 1880 *Colonist* (Nelson, 3w) 1500
Daily Telegraph (Napier, d) 1945
Grey River Argus (Greymouth, d) 1050
Hawera Star (w) 300 printed of first number, 'not nearly enough'
Hawke's Bay Herald (Napier, d) 1500
Inangahua Times (Reefton, 3w) 500
Marlborough Express (Blenheim, d) 900

- Marlborough Press* (Blenheim, 2w) 600
Marlborough Weekly News (Blenheim, w) 500
Mataura Ensign (Gore, w) 950
Nelson Evening Mail (d) 1600
South Canterbury Times (Timaru, d) 2500
Southland Daily News (Invercargill, d) 1500
Taranaki Herald (New Plymouth, d) 1200
Taranaki News (New Plymouth, w) 1100
Waimate Times (2w) 500
Weekly Despatch (Invercargill, w) 1000
West Coast Times (Hokitika, d) 1250
1881 *Colonist* (Nelson, d) 1400
Daily Telegraph (Napier, d) 2000
Evening Star (Hokitika, d) 500
Grey River Argus (Greymouth, d) 740
Hawke's Bay Herald (Napier, d) 1600
Leader (Hokitika, w) 750
Marlborough Express (Blenheim, d) 900
Marlborough Press (Picton, w) 400
Marlborough Press (Blenheim, 3w) 1000
Nelson Evening Mail (d) 1700
Taranaki Herald (New Plymouth, d) 1200
Taranaki News (New Plymouth, w) 1200
West Coast Times (Hokitika, d) 1500
1882 *Colonist* (Nelson, d) 1500
Daily Telegraph (Napier, d) 2250
Evening Star (Hokitika, d) 500
Hawke's Bay Herald (Napier, d) 1800
Marlborough Express (Blenheim, d) 1075
Marlborough Daily Times (Blenheim, d) under 900
Nelson Evening Mail (d) 1775
Taranaki Herald (New Plymouth, d) 1200
West Coast Times (Hokitika, d) 1000
1883 *Daily Telegraph* (Napier, d) 2325
Evening Star (Hokitika, d) 650
Hawke's Bay Herald (Napier, d) 1600
Marlborough Express (Blenheim, d) 1200
Marlborough Daily Times (Blenheim, d) 1000
Nelson Evening Mail (d) 1700
Taranaki Herald (New Plymouth, d) 1000
West Coast Times (Hokitika, d) 900
1884 *Manawatu Standard* (Palmerston North, d) 1500
1885 *Waitemata Messenger* (Devonport, w) 2000 'guaranteed'

1886	<i>Timaru Herald</i> (d) 1800
1887	<i>Timaru Herald</i> (d) over 10000 per week
1898	<i>Newton Sun</i> (Auckland, ft) 5000

TABLE 4
CIRCULATION OF NEW ZEALAND METROPOLITAN WEEKLY
NEWSPAPERS 1860-1899

1861	<i>Auckland Examiner</i> (w) 500
1866	<i>Penny Journal</i> (Auckland, w) 2000
1876	<i>New Zealand Public Opinion</i> (Dunedin, w) 2200
	<i>Otago Witness</i> (Dunedin, w) 4000
	<i>Southern Mercury</i> (Dunedin, w) 3500
	<i>Weekly Herald</i> (Auckland, w) 4500
1879	<i>New Zealand Mail</i> (Wellington, w) 1350
	<i>Otago Witness</i> (Dunedin, w) 6500-7000
	<i>Penny Post</i> (Dunedin, w) 2000 'guaranteed'
	<i>Weekly Press</i> (Christchurch, w) 5000 printed 19 July, 5700 printed 9 August
1880	<i>Auckland Weekly News</i> (w) 6000
	<i>Echo</i> (Dunedin, w) 1000 printed
	<i>New Zealand Free Press</i> (Auckland, w) 1400
	<i>Otago Witness</i> (Dunedin, w) 7000
1881	<i>Auckland Weekly News</i> (w) 6000
	<i>New Zealand Freeman's Journal</i> (Auckland, w) 1250
	<i>New Zealand Public Opinion</i> (Dunedin, w) 2000-3500
	<i>Otago Witness</i> (Dunedin, w) 7000
1882	<i>Auckland Weekly News</i> (w) 6100
	<i>New Zealand Public Opinion</i> (Dunedin, w) 1850
	<i>Otago Witness</i> (Dunedin, w) 7250-8500
1887	<i>New Zealand Protectionist</i> (Auckland, w) over 5000
	<i>Weekly Herald</i> (Wellington, w) 4500
1889	<i>Weekly Herald</i> (Wellington, w) 20000 per year
1890	<i>Tribune</i> (Auckland, w) over 4000
1893	<i>Busy Bee</i> (Auckland, w) 10000
1898	<i>Newton Sun</i> (Auckland, ft) 5000

TABLE 5
CIRCULATION OF NEW ZEALAND DAILY, 2W & 3W
METROPOLITAN NEWSPAPERS 1860-1899

1861	<i>Otago Daily Times</i> (Dunedin, d) 2750
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- 1862 *Otago Daily Times* (Dunedin, d) 7000
 1863 *Evening News* (Dunedin, d) 1000?
Lyttelton Times (Christchurch, 3w) 1500, 'occasionally rising to 2000'
Press (Christchurch, d) 5000 per week
 1864 *Evening Mail* (Christchurch, d) 1000
 1865 *Evening Mail* (Christchurch, d) 1200
 1870 *Evening Star* (Auckland, d) 400
 1872 *Evening Star* (Auckland, d) 2700
Morning Star (Dunedin, d) combined circulation with *Evening Star* over 4000
 1874 *Evening Star* (Auckland, d) 4000
 1875 *Evening Star* (Auckland, d) 4700
 1876 *Evening Argus* (Wellington, d) over 1500
Evening News (Dunedin, d) 1800
Evening Post (Wellington, d) 3000
Evening Star (Auckland, d) 5150
Evening Star (Dunedin, d) 5300
Lyttelton Times (Christchurch, d) 2850
New Zealand Herald (Auckland, d) 2700
New Zealand Times (Wellington, d) 3200
Otago Daily Times (Dunedin, d) 3000
Otago Guardian (Dunedin, d) 1500
Press (Christchurch, d) 2500
 1877 *Evening News* (Dunedin, d) 3150
Evening Star (Auckland, d) upwards of 6500
Evening Star (Dunedin, d) 6500
Lyttelton Times (Christchurch, d) 3250
Morning Herald (Dunedin, d) 3000
Otago Daily Times (Dunedin, d) 2250-4000
 1878 *Age* (Dunedin, d) 3150
 1879 *Evening Post* (Wellington, d) 5179
Evening Star (Dunedin, d) 7300
Evening Tribune (Dunedin, d) 5833
Lyttelton Times (Christchurch, d) 4100
Morning Herald (Dunedin, d) 3500
New Zealand Times (Wellington, d) 1300-2400
Otago Daily Times (Dunedin, d) 2000-4000
Press (Christchurch, d) 5000
 1880 *Evening Post* (Wellington, d) 5570
Evening Star (Auckland, d) 6300
Evening Star (Dunedin, d) over 8000
Lyttelton Times (Christchurch, d) 4000
Morning Herald (Dunedin, d) 3500
New Zealand Herald (Auckland, d) 'up to 6200'

	<i>Otago Daily Times</i> (Dunedin, d) 2000-3000
	<i>Press</i> (Christchurch, d) 5250
	<i>Telegraph</i> (Christchurch, d) 2000
1881	<i>Auckland Free Lance</i> (2w) 3000
	<i>Evening Star</i> (Dunedin, d) over 7500
	<i>Morning Herald</i> (Dunedin, d) 2500-4000
	<i>New Zealand Herald</i> (Auckland, d) 'up to 6350'
	<i>Otago Daily Times</i> (Dunedin, d) 4100
	<i>Press</i> (Christchurch, d) 4750
	<i>Telegraph</i> (Christchurch, d) 1335
1882	<i>Evening Star</i> (Auckland, d) 7850
	<i>Evening Star</i> (Dunedin, d) 7500 to 8000
	<i>Morning Herald</i> (Dunedin, d) 2500
	<i>New Zealand Herald</i> (Auckland, d) 6750
	<i>Otago Daily Times</i> (Dunedin, d) 4000-6000
	<i>Press</i> (Christchurch, d) over 5000
1883	<i>Morning Herald</i> (Dunedin, d) 2500
	<i>New Zealand Herald</i> (Auckland, d) 4056
	<i>Otago Daily Times</i> (Dunedin, d) 4650
1884	<i>Evening Star</i> (Auckland, d) 10000
1885	<i>Auckland Evening Bell</i> (d) never more than 500 per day
	<i>Lyttelton Times</i> (Christchurch, d) 26395 for week ending 13 June (average 4375 daily)
	<i>Star</i> (Christchurch, d) 4900
1886	<i>Auckland Evening Bell</i> (d) never more than 500 per day
1887	<i>Auckland Evening Bell</i> (d) never more than 500 per day
	<i>New Zealand Protectionist</i> (Auckland, w) over 5000
1888	<i>Auckland Evening Bell</i> (d) never more than 500 per day
	<i>Auckland Star</i> (d) 10717
1898	<i>Auckland Star</i> (d) 15325

TABLE 6

REPRESENTATIVE COSTS OF NEW ZEALAND NEWSPAPERS 1840-1859

The first price noted is for a single issue, and the second is the price of a quarterly subscription (13 weeks) paid in advance.

1840	<i>New Zealand Advertiser</i> (Kororaraka, w)	1s, 10s
	<i>New Zealand Gazette</i> (Wellington, w)	1s, 10s
1841	<i>Auckland Chronicle</i> (w)	6s. 6d
	<i>Bay of Islands Observer</i> (Kororaraka, w)	1s, 10s
	<i>New Zealand Herald & Auckland Gazette</i> (w)	1s
	<i>Victoria Times</i> (Wellington, w)	1s

1842	<i>Auckland Standard</i> (w)	1s, 10s (town), 12s. 6d (country)
	<i>Auckland Times</i> (2w)	1s, 10s
	<i>Nelson Examiner</i> (w)	1s, 10s
	<i>New Zealand Colonist</i> (Wellington, 2w)	6d, 10s
	<i>New Zealand Herald & Auckland Gazette</i> (2w)	9d, 15s
1843	<i>Auckland Chronicle</i> (w)	10s
	<i>Bay of Islands Advocate</i> (Kororarereka, w)	1s, 10s
1845	<i>New-Zealander</i> (Auckland, w)	6d, 6s. 6d (later 9s)
	<i>Wellington Independent</i> (2w)	6d, 10s
1847	<i>Southern Cross</i> (Auckland, w)	6d, 6s. 6d
1848	<i>Anglo-Maori Warder</i> (Auckland, w)	7d, 7s
	<i>Ko te Kaiwhakamataara o Nga . . .</i> (Auckland, m)	3d, 2s/dozen
	<i>Otago News</i> (Dunedin, ft)	6d, 3s
1849	<i>Otago News</i> (Dunedin, w)	6d, 6s. 6d
	<i>Southern Cross</i> (Auckland, 2w)	6d, 9s. 6d
1851	<i>Otago Witness</i> (Dunedin, w)	6d, 3s. 6d
1852	<i>Guardian & Canterbury Advertiser</i> (Christchurch, w)	6d
1854	<i>Canterbury Standard</i> (Christchurch, w)	6d, 5s. 3d
1857	<i>Auckland Register</i> (w)	6d, 5s
	<i>Colonist</i> (Nelson, 2w)	6d, 10s
	<i>Trumpeter & Universal Advertiser</i> (Auckland, 3w)	gratis (ad. sheet of <i>Auckland Examiner</i>)
1858	<i>Auckland Examiner</i> (w)	6d, 5s
	<i>Auckland Examiner</i> (2w)	6d, 10s
1859	<i>Auckland Independent</i> (2w)	6d, 10s (gratis w advert. sheet)
	<i>Auckland Telegraph</i> (2w)	4d, 6s

TABLE 7
COSTS OF WEEKLY & MONTHLY NEW ZEALAND NEWSPAPERS,
1860-1899

1860	<i>Auckland Examiner</i> (w)	6d, 6s
1861	<i>General Advertiser</i> (Auckland, w?)	gratis
1863	<i>Albertland Gazette</i> (m)	3s
1864	<i>Bruce Herald</i> (Milton, w)	6d, 6s
	<i>Wairau Record</i> (Blenheim, w)	6d, 6s. 6d
1865	<i>Auckland Weekly Argus</i> (w)	6d, 5s
	<i>Monthly Record</i> (Auckland, m)	6d
1866	<i>Hawke's Bay Weekly Times</i> (Napier, w)	6d, 6s. 6d

	<i>Manukau Gazette</i> (Onehunga, w)	2d, 2s.
	<i>Tauranga Argus</i> (w)	6d, 6s. 6d
1867	<i>Leader</i> (Hokitika, w)	1s
	<i>New Zealand Celt</i> (Hokitika, w)	1s
	<i>Tauranga Record</i> (w)	6d, 5s
1869	<i>Auckland and Thames Leader</i> (w)	6d
	<i>Weekly Herald</i> (Wanganui, w)	2d, 8s. 6d/year
1870	<i>Grey Valley Times</i> (Ahaura, w)	1s (noted as high)
	<i>Lantern</i> (Hokitika, w)	6d
	<i>Leader</i> (Hokitika, w)	13s
	<i>Tomahawk</i> (Hokitika, w)	6d
	<i>Weekly Herald</i> (Wanganui, w)	3d, 3s. 3d.
1872	<i>Arrow Observer</i> (Arrowtown, w)	6d, 6s
	<i>Waikouaiti Herald</i> (w)	6d
1873	<i>Telegraph</i> (Napier, w)	6d, 6s
	<i>Weekly Herald</i> (Wanganui, w)	6d
1874	<i>Leader</i> (Hokitika, w)	6d, 5s
1875	<i>Tribune Weekly Issue</i> (Wellington, w)	4d, 5s
	<i>Whangarei Comet</i> (w)	6d, 5s
	<i>Whangarei Comet</i> (w)	4d, 3s. 6d (Nov.)
1876	<i>Cromwell Argus</i> (w)	6d, 6s
	<i>Palmerston and Waikouaiti Times</i> (w)	6d, 6s. 6d.
1877	<i>Weekly Mercury</i> (Napier, w)	6d, 6s. 6d
1879	<i>Auckland Free Lance</i> (w)	1d, 1s. 6d
	<i>Auckland Free Press</i> (w)	2d
	<i>Hawke's Bay Weekly Courier</i> (Napier, w)	6d, 6s
	<i>New Zealand Lantern</i> (Auckland, w)	2d
	<i>New Zealand Mail</i> (Wellington, w)	6d
	<i>North Canterbury News</i> (Rangiora, 2w)	2d, 4s
	<i>Northern Luminary</i> (Kawakawa, w)	3d
	<i>Penny Post</i> (Dunedin, w)	1d ('cheapest weekly in Otago')
	<i>Wellington Weekly Mercury</i> (w)	1d
1880	<i>Echo</i> (Dunedin, w)	2d, 2s. 1d
	<i>Weekly Herald</i> (Wanganui, w)	6d, 6s. 6d
1881	<i>Canterbury Standard</i> (Christchurch, w)	3d
	<i>Coromandel Mail</i> (w)	3d, 3s
	<i>Liberty</i> (Christchurch, w)	3d
	<i>Wellington Journal</i> (w)	1d (v1n1 gratis)
1882	<i>Marlborough Express Weekly Edition</i> (Blenheim, w)	6d
	<i>Waikaia Herald</i> (w)	6d, 5s
1884	<i>Popotunua Chronicle</i> (Clinton, w)	6d
1886	<i>Hauraki Tribune</i> (Paeroa, w)	2d, 2s. 2d.

	<i>Newton Bulletin</i> (Auckland, w?)	gratis
	<i>Newton Echo</i> (Auckland, w)	1d
1887	<i>Jubilee Herald</i> (Wellington, w)	1d
	<i>Otago Workman</i> (Dunedin, w)	1d
1888	<i>Popotonua Chronicle</i> (Clinton, w)	3d
	<i>Weekly Herald</i> (Wellington, w)	1d, 6s. 6d/yr
	<i>Weekly Star</i> (Masterton, w)	3d, 3s
1890	<i>Dunstan Times</i> (Clyde, w)	6d, 6s
	<i>Ponsonby Sentinel</i> (w?)	gratis
1891	<i>Ohinemuri Gazette</i> (Paeroa, w)	2d
1892	<i>Waimea Plains Review</i> (Riversdale, w)	3d
1893	<i>Busy Bee</i> (Auckland, w)	gratis
1895	<i>Waikato Advocate</i> (Cambridge, w)	2d
1896	<i>Buller Post</i> (Murchison, w)	3d
	<i>Te Aroha Times</i> (w)	2d
	<i>Teviot Herald</i> (Roxburgh, w)	4s
	<i>Tuapeka Recorder</i> (Lawrence, w)	1d
1898	<i>Newton Sun</i> (Auckland, ft?)	gratis
	<i>Weekly Onehunga Independent</i> (w)	1d
1899	<i>Bratska Sloga</i> (Auckland, ft)	3d

TABLE 8

COSTS OF NEW ZEALAND DAILY NEWSPAPERS, 1860-1899

1864	<i>Auckland Evening Post</i> (d?)	1d
	<i>Bulletin</i> (Invercargill, d)	1d, 2s
	<i>Daily News</i> (Dunedin, d)	1d (1st penny d? - 1/42=Mar 1)
	<i>Evening Mail</i> (Christchurch, d)	1d (2nd penny d? - n182=Dec 13)
1865	<i>Evening Post</i> (Wellington, d)	1d (Day notes NZ's 1st penny d)
	<i>New-Zealander</i> (Auckland, d)	1d
1866	<i>Despatch</i> (Hokitika, d)	3d, 6s/mth (free 1st week)
	<i>Evening Mail</i> (Dunedin, d)	1d
	<i>Hokitika Chronicle</i> (d)	3d, 15s
	<i>Nelson Evening Mail</i> (d)	1d
	<i>West Coast Times</i> (Hokitika, d)	6d, 12s./mth
1867	<i>Evening Herald</i> (Wanganui, d)	1d, 6s. 6d
1868	<i>Auckland Free Press</i> (d)	1d, 6s. 6d

	<i>Westland Observer</i> (Hokitika, d)	3d, 18s (includes monthly sum- maries)
1869	<i>Auckland Daily News</i> (d)	1d
	<i>Evening Independent</i> (Dunedin, d)	1d
1870	<i>Daily Advertiser</i> (Wellington, d)	1d, 5s
	<i>Daily Telegraph</i> (Napier, d)	2d, 7s. 6d.
	<i>Mail</i> (Thames, d)	1d
	<i>Morning Advertiser</i> (Auckland, d)	1d, 6s. 6d
1871	<i>Southern League</i> (Dunedin, d)	1d
1872	<i>Morning Star</i> (Dunedin, d)	1d
	<i>Ross News</i> (d)	3d
1874	<i>Echo</i> (Auckland, d)	1d
	<i>Evening Star</i> (Thames, d)	1d, 6s. 6d
1876	<i>Akaroa Mail</i> (d)	3d, 6s
	<i>Evening News</i> (Dunedin, d)	1d
	<i>Thames Advertiser</i> (d)	2d
1877	<i>Taranaki Herald</i> (New Plymouth, d)	1d
1879	<i>Ashburton Herald</i> (d)	1d, 7s.6d
1881	<i>Manawatu Standard</i> (Palmerston North, d)	1d
1883	<i>Hokitika Guardian</i> (d)	1d
1884	<i>Kumara Times</i> (d)	2d
1885	<i>Evening Bell</i> (Auckland, d)	1d
	<i>Evening Telephone</i> (Auckland, d)	½d
1886	<i>Hastings Star</i> (d)	1d
	<i>Tauranga Advertiser</i> (d?)	1d
	<i>Timaru Herald</i> (d)	1d, 6s. 6d
1888	<i>Auckland Evening Bell</i> (d)	1d
	<i>Reefton Guardian</i> (d)	2d
1890	<i>Evening News</i> (Napier, d)	9s
1894	<i>Egmont Settler</i> (Stratford, d)	1d, 5s

TABLE 9

COSTS OF NEW ZEALAND 2W & 3W NEWSPAPERS, 1860-1899

1860	<i>Auckland Morning Post</i> (2w)	3d, 5s
	<i>New Zealand Advertiser</i> (Wellington, 2w)	3d, 5s (½ the price of other papers)
1861	<i>Auckland</i> (2w)	6d, 10s
1862	<i>Auckland</i> (2w)	4d, 7s. 6d
	<i>Dunstan News</i> (2w)	6d
1864	<i>Havelock Mail</i> (2w)	6d
1866	<i>Manukau Gazette</i> (Onehunga, 2w)	3d, 6s.

	<i>Otahuhu Dispatch</i> (2w)	3d, 5s.
1868	<i>Wairarapa Journal</i> (Greytown, 2w)	4d, 7s. 6d
	<i>Wellington Journal</i> (3w)	1d, 5s.
1870	<i>Charleston Herald</i> (2w)	6d, 12s
1871	<i>Marlborough Express</i> (Blenheim, 2w)	6d, 6s
1873	<i>Marlborough Express</i> (Blenheim, 2w)	3d, 6s
1874	<i>Coromandel Mail</i> (3w)	2d 6s. 6d
1875	<i>North Canterbury News</i> (Rangiora, 2w)	3d, 6s. 6d
	<i>Patea Mail</i> (2w)	3d, 6s. 6d.
	<i>Wairarapa News</i> (Masterton, 2w)	3d, 6s
1876	<i>News Letter</i> (Masterton, 3w)	2d, 6s. 6d.
	<i>North Canterbury News</i> (Rangiora, 3w)	2d, 6s. 6d.
	<i>Palmerston and Waikouaiti Times</i> (2w)	3d, 6s. 6d
1879	<i>North Canterbury News</i> (Rangiora, 2w)	2d, 4s
	<i>Port Lyttelton Herald</i> (3w)	1d
1882	<i>Waikato Times</i> (Hamilton, 3w)	2d
1883	<i>Hokitika Guardian</i> (2w)	3d, 6s. 6d
	<i>Tuapeka Press</i> (Lawrence, 2w)	3d, 6s. 6d.
1885	<i>Hot Lakes Chronicle</i> (Rotorua, 2w)	2d, 4s
	<i>Motueka Herald</i> (2w)	3d
	<i>Wairoa Guardian</i> (2w)	3d
1886	<i>Hastings Star</i> (2w)	3d, 6s. 6d
1887	<i>Charleston Herald</i> (2w)	2d, 6s
1888	<i>Coromandel News</i> (2w)	2d, 4s
1893	<i>Paraekaretu Express</i> (Hunterville, 2w)	2d, 4s
	<i>Waimate Witness</i> (Manaia, 2w)	4s
1894	<i>Egmont Settler</i> (Stratford, 3w)	2d, 4s
	<i>Egmont Settler</i> (Stratford, d)	1d, 5s (later 3s.6d.)
	<i>Eltham Guardian</i> (2w)	2d, 4s
	<i>Opotiki Herald</i> (2w)	3d
1895	<i>Pahiatua Argus</i> (3w)	2d, 5s
1896	<i>Hauraki Tribune</i> (Paeroa, 3w)	1d
	<i>Waimate Witness</i> (Manaia, 2w)	2d, 4s
	<i>Wyndham Farmer</i> (3w)	1d
1897	<i>Golden Age</i> (Waitekauri, 2w)	2d, 3s
	<i>Goldfields Advocate</i> (Karangahake, 2w)	2d
	<i>Recorder & North Canterbury Advertiser</i> (Rangiora, 2w)	1d
1898	<i>Marlborough Press</i> (Picton, 2w)	3d, 2s. 6d.

TABLE 10
CAPITAL VALUE OF NEW ZEALAND NEWSPAPERS

Note: some figures are taken from prospectuses of newspapers which were never published. 'Capital' means nominal capital of company being established; calls were not normally made on the total capital value of the shares.

1840	<i>New Zealand Advertiser and Bay of Islands Gazette</i> (Kororareka) prospectus capital £2,000, shares £10
1841	<i>New Zealand Gazette and Wellington Spectator</i> value £2,000 <i>New Zealand Herald and Auckland Gazette</i> (i.e. Auckland Newspaper and General Printing Co.) value £1731.4.3 (Landed Property £242.2.0, Stock £63.0.7, Building £746.1.10, Types & material £679.19.10)
1842	<i>Bay of Islands Observer</i> (Kororareka) capital £1,000, shares £4 <i>New Zealand Colonist</i> (Wellington) capital £250, shares £5 <i>New Zealand Gazette and Wellington Spectator</i> value £3,000 <i>New Zealand Herald and Auckland Gazette</i> (i.e. Auckland Newspaper and General Printing Co.) value March 29 £1500 plus £150 stock, April 2 £1350 plus £150 stock, April 8 sold for £1425
1843	<i>Southern Cross</i> (Auckland) type and press purchased for £640
1851	<i>Lyttelton Times</i> (Christchurch) value of plant £2,500 (including jobbing plant) <i>Otago Witness</i> (Dunedin) value of press and type £200
1854	<i>Canterbury Standard</i> (Christchurch) value of plant £220.19.2
1856	<i>Lyttelton Times</i> (Christchurch) plant, copyright, lease on property sold for £5,000
1862	<i>Press</i> (Christchurch) capital £2,100, shares £150
1864	<i>Taranaki Herald</i> (New Plymouth) half-share £700 (£700-800 per year nett return claimed)
1866	<i>Canterbury Standard</i> plant? sold for £1,155 <i>Northern Advocate</i> (Auckland) prospectus capital £2,500, shares £1 (noted as very cheap) <i>Taranaki Herald</i> (New Plymouth) half-share sold for £1,100 <i>Taranaki News</i> (New Plymouth) estimated at £500-600 for plant and goodwill
1868	<i>New Zealand Celt</i> (Hokitika) value of plant £200, debts £669.11.0 (bad debts deducted), office furniture and fixtures £10 <i>Wanganui Chronicle</i> plant insured for £400 (but considered worth more), value of stock £500
1869	<i>Daily Southern Cross</i> (Auckland) value of stock of paper and stationery £500 <i>Evening Mail</i> (Christchurch) plant sold for £200 <i>Evening Star</i> (Christchurch) plant sold for £700
1870	<i>Daily Telegraph</i> (Napier) prospectus capital £1,000, shares £5 <i>Times and Thames Miners' Advocate</i> (Thames) copyright auctioned for 14s., book debts (£1,500 good and £500 doubtful) for £75 <i>Wanganui Chronicle</i> (d) sold for £1,000

- 1871 *Evening News and Morning News* (Dunedin) plant and copyright sold for £430
Grey Valley Times (Ahaura) value £50
Press (Christchurch) capital £4,000, shares £25
- 1872 *Inangahua Herald* value of plant (includes jobbing plant) £287.7.11, paper and stationery £124.1.5
- 1873 *Evening Star* (Christchurch) capital £12,000 (for plant and copyright)
New Zealand Times (Wellington) capital £10,000, shares £2
Otago News (Dunedin) prospectus capital £15,000, shares £5
- 1874 *Guardian* (Christchurch) prospectus capital £5000, shares £1
- 1875 *Grey Valley Times* (Ahaura) value £69
Palmerston and Waikouaiti Times capital £5,000, shares £1
Tribune (Wellington) sold for £3,500
- 1876 *Christchurch Sun* prospectus capital £2,300, shares £10
Daily Southern Cross (Auckland) sold for £6700 (£6200 debts plus 10s. per share)
New Zealand Herald (Auckland) sold for £27,000 (includes *Daily Southern Cross* value)
Otago Guardian (Dunedin) sold, with *Southern Mercury*, for £3,000
Thames Advertiser auctioned for £2,600
- 1877 *Bruce Herald* (Milton) advertised for sale at £12,000; values of plant £1,500, stationery £600, book debts £4,500, almanack £1,000, goodwill £2,000.
Evening News and Hawke's Bay Advertiser (Napier) sold for £2150 (not a good bargain)
Otago Daily Times (Dunedin) sold for a rumoured £27,000
- 1878 *Otago Daily Times* capital £40,000, shares £10
- 1879 *Press* (Christchurch) capital £30,000
- 1880 *Auckland Evening Star* value £20,000-30,000 (rumoured £10,000-15,000 for a half-share)
Telegraph (Christchurch) capital £10,000
- 1881 *Lyttelton Times* (Christchurch) capital £45,000, shares £10
Saturday Advertiser (Dunedin) sold for just under £1,000
- 1882 *Evening Herald* (Wanganui) combined capital with *Yeoman* £7,500, shares £10
- 1890 *Pelorus Guardian* (Havelock) capital £5,000, shares £1
- 1894 *Evening Press* (Wellington) prospectus capital £5,000, shares £1

TABLE 11

ANNUAL PROFIT/LOSS OF NEW ZEALAND NEWSPAPERS

Note: the sums given are for profit and loss per year, unless otherwise noted.

- 1844 *New Zealand Gazette and Wellington Spectator* loss 'several hundreds of pounds' (but printing worth £700 per year)

- 1850 *Southern Cross* (Auckland) editor optimistically expects nett profit to exceed £6/wk
- 1856 *Southern Cross* (Auckland) average loss over last four years £450 per year
- 1859 *Lyttelton Times* (Christchurch) loss, 1856-1859, over £1,000
- 1862 *Lyttelton Times* (Christchurch) profit, 1860-1862, £2,500
- 1868 *Daily Southern Cross* (Auckland) loss £1,200
- 1876 *Daily Southern Cross* (Auckland) loss £8,000 in 3½ years
North Canterbury Independent (Kaiapoi) loss £650 in 10 months, excluding bad debts
- 1878 *Otago Daily Times* (Dunedin) half-year profit over £3,000
- 1880s *Lyttelton Times* (Christchurch) profits £8,000-9,000 per year early 1880s
- 1880 *New Zealand Times* (Wellington) loss of £800
- 1881 *New Zealand Herald* (Auckland) £25,000 profit
- 1887 *Timaru Herald* loss £700-1,000
- 1889 *Evening Herald* (Wanganui) profit £600
- 1891 *Evening Herald* (Wanganui) profit £480

TABLE 12

NUMBER OF STAFF EMPLOYED BY NEW ZEALAND NEWSPAPERS

- 1841 *New Zealand Gazette and Wellington Spectator* 5 (includes 1 boy)
- 1842 *New Zealand Herald and Auckland Gazette* 5 (1 head printer, 1 printer, 3 compositors)
- 1842 *New Zealand Colonist and Port Nicholson Advertiser* 5 (1 printer/editor, 1 printer, 1 subeditor, 1 foreman, 1 other)
- 1851 *Lyttelton Times* (Christchurch) 4
- 1858 *Lyttelton Times* (Christchurch) 9
- 1860s *West Coast Times* 12?
- 1861 *Otago Daily Times* (Dunedin) 5 editorial (1 editor, 1 subeditor, 3 reporters)
- 1865 *Evening Star* (Dunedin) no more than 20
- 1866 *Westport Times* 8 (6 men, 2 boys)
- 1867 *Tauranga Argus* 1 (proprietor acting in all capacities)
- 1868 *Evening Herald* (Wanganui) 9 (photo shows 7 men, 2 boys)
Evening Herald (Wanganui) 9 (2 compositor/printers, 2 apprentice compositors, 1 devil, 1 reporter, 1 in charge of distribution, 1 delivery boy, 1 editor)
Lyttelton Times (Christchurch) over 40
- 1879 *Ashburton Herald* 10 (8 men, 2 boys as total compositors, printing staff?)
Ashburton Mail 7 (5 compositors, 1 jobbing hand, 1 machinist)
- 1881 *Ashburton Guardian* 7 press-room (5 men, 2 boys)
Evening Star (Dunedin) about 120 (6 literary, 4 commercial, 1 manager, 11 compositors, 11 'house-hands' [includes apprentice compositors, message boys], 2 pressmen, 5 boys in machine-room, 88 runners [40 men, 48 boys])

- mid-1880s *Hawera Star* 13 (1 subeditor, 2 reporters, 1 accountant, 1 machinist, 1 foreman, 4 compositors, 3 runner boys; also editor, who was in addition part-owner and farmer) [Claridge notes this as large for a country paper]
- 1886 *Otago Daily Times* (Dunedin) 20 compositors
- 1887 *Ashburton Guardian* 25 (1 editor, 1 subeditor, 1 chief reporter, 1 accountant, 1 collector, 1 chief machinist, 1 foreman printer, 14 compositors, 3 machine-room assistants, 1 chief distributor) [Note: 15 total in 1907, after a new press and linotypes were installed]
- Timaru Herald* 8 (7 compositors plus 1 foreman-compositor)
- 1890s *Egmont Post* (Stratford) 13 (photo shows 4 men, 4 women, 5 delivery boys on horseback)
- 1890 *Evening Star* (Auckland) about 50 compositors (5 men, 45-50 women); 30 in jobbing room (15 men, 15 boys)

TABLE 13
WAGES PAID

Editorial Staff

- 1842 *New Zealand Gazette and Wellington Spectator* editor £150/yr
- 1847? *New-Zealander* (Auckland) editor £4.4.0/wk
- 1848 *Southern Cross* (Auckland) editor £3/wk plus one-half nett profits
- 1854 *Nelson Examiner* editor £54.12.0/yr
- 1855 *Maori Messenger* (Auckland) editor £105/yr
- 1856 *Lyttelton Times* (Christchurch) editor £200/yr, subeditor £200/yr
- 1857 *Nelson Examiner* editor £250/yr
- 1865? *West Coast Times* (Hokitika) editor £620/yr
- 1869 *Daily Southern Cross* (Auckland) editor £800/yr (salary of deputy editor to be paid from this when editor [Vogel] not available)
- 1870 *Daily Southern Cross* (Auckland) editor £8/wk
- 1874 *Coromandel Mail* editor £1.1.6/wk (most editorial matter purchased from *Auckland Star*)
- 1880 *Waikato Mail* (Cambridge) editor £4/mth for first 6 months, then £5/mth

Pressmen

- 1842 *New Zealand Herald and Auckland Gazette* head printer £300/yr, 1 printer £2.2.0/wk
- Nelson Examiner* 12s/day
- 1843 *Nelson Examiner* £2-3/wk
- 1844 *Nelson Examiner* 5s-10s/day
- 1851 *Southern Cross* (Auckland) £2/wk
- 1852 *Otago Witness* (Dunedin) £2/wk

Compositors

- 1840 *New Zealand Gazette and Wellington Spectator* compositor £78-100/yr, apprentice compositor £64/yr
- 1842 *New Zealand Herald and Auckland Gazette* £1.15.0-£2.10.0/wk
Nelson Examiner 12s/day
- 1843 *Nelson Examiner* £2-3/wk
- 1844 *Nelson Examiner* 5s-10s/day
- 1876 Typographical Association members seeking £3/wk without overtime
- 1880 *Saturday Advertiser* (Dunedin) average less than £2.10.0/wk on piecework
- 1886 *Otago Daily Times* (Dunedin) average earnings £3.10.0/wk for 70 hours (piecework rates)
- 1887 *Timaru Herald* £3/wk for 60 hours or more
- 1890 *Evening Star* (Auckland) women compositors 2s.6d-£1.5.0/wk, average £1/wk; jobbing hands £2.10.0/wk
Lyttelton Times (Christchurch) average £3.10.0/wk; jobbing hands £2.10.0-£3/wk
New Zealand Times (Wellington) apprentice compositor £1.7.6/wk

Others

- 1860 *Lyttelton Times* (Christchurch) manager £300/yr
- 1861 *Southern Cross* (Auckland) printer's devil/assistant reader 8s/wk
- 1865 *Nelson Examiner* overseer £4/wk
- 1869 *Daily Southern Cross* (Auckland) £7/wk plus one-quarter nett profits
- 1873 *Evening Herald* (Wanganui) errand boy to editor 8s/wk (aged 11 years)
- 1890 *Evening Press* (Wellington) runner boys 5s/wk (demanded raise to 6s, and remuneration from 4d to 6d per dozen)
New Zealand Times (Wellington) apprentice (unspecified) 7s.6d/wk

Note: In 1864 the *Press* (Christchurch) was paying over £100/wk in wages.

TABLE 14
DELIVERY CHARGES AND EXPENSES

Postage, Carriage

- 1858 Free postage of newspapers in New Zealand and to London direct (a charge if via Marseilles)
- 1865 Penny postage 1 February
- 1867 1d per copy within New Zealand or via Suez to England, 3d via Panama or Marseilles to England
- 1867-1871 *Evening News* (Auckland) postage extra for country subscribers
- 1869 Free postage for exchange copies between newspaper offices
- 1870 Motion debated, passed in House of Representatives 22 July 1870, to allow free postage of newspapers to public libraries, mechanics' institutes, hospitals

- 1873 Halfpenny postage on newspapers within New Zealand 1 January, 1d overseas
- to 1890 Free carriage of newspapers by train. Proposed in 1890 that freight be charged by weight. Described as being inequitable to country papers because of greater distances to send, e.g. for *Temuka Leader* (January 9) the cost was 'equal to half the wages of a member of our staff'

Agents' Commissions, etc.

- ca1843 *Nelson Examiner* conjectural 1s in £1 commission for copies distributed by agents, as this was London practice at that period
- 1868 *New Zealand Celt* (Hokitika) 'agents in the neighbouring colonies will be allowed 50 per cent [of 1s., later 8d.] plus the cost of transmission'
- 1870 *Tomahawk* (Hokitika) cover price 6d, but copies 'supplied to agents and runners for circulation outside the town only realise fourpence each to the proprietor'
- 1881 *Auckland Free Lance* 'supplied to agents and runners at 6d. per dozen. Club parcels (of not less than twelve copies) supplied at the same rate' (*Auckland Free Lance* April 2). Cost was 1d. per number, i.e. 50% discount on cover price, or about 30% discount on quarterly subscription price of 1s.6d.
- 1890 *Tribune* (Auckland) 'we lose thirty per cent on every paper sold by runners in the street' (*Tribune* October 18, as part of a plea to readers to subscribe in advance, rather than purchase from runners. The *Tribune* ceased less than two months later).
- 1890 *Evening Press* (Wellington) runners were paid 4d. per dozen and were striking for an increase to 6d. per dozen. Cover price 1d.

Free Distribution

- 1893 *Busy Bee* (Auckland) 10,000 'distributed gratuitously'

Some newspapers (perhaps most) did not handle any aspects of distribution themselves, except for country subscriptions paid in advance: for example, the *Penny Journal* (Auckland, 1866-1867) was not available from the newspaper office for city subscribers, who had to obtain it from runners or order from an agent; the *Hastings Star* 1886 notes that no subscriptions were handled directly for town delivery, but contracted out, and country subscribers kept accounts at the *Hawera Star* office.

Melbourne

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