

Q4 2016 - Q3 2017

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2016 - Q3 2017

DELETED PUBLICATIONS:

Mana

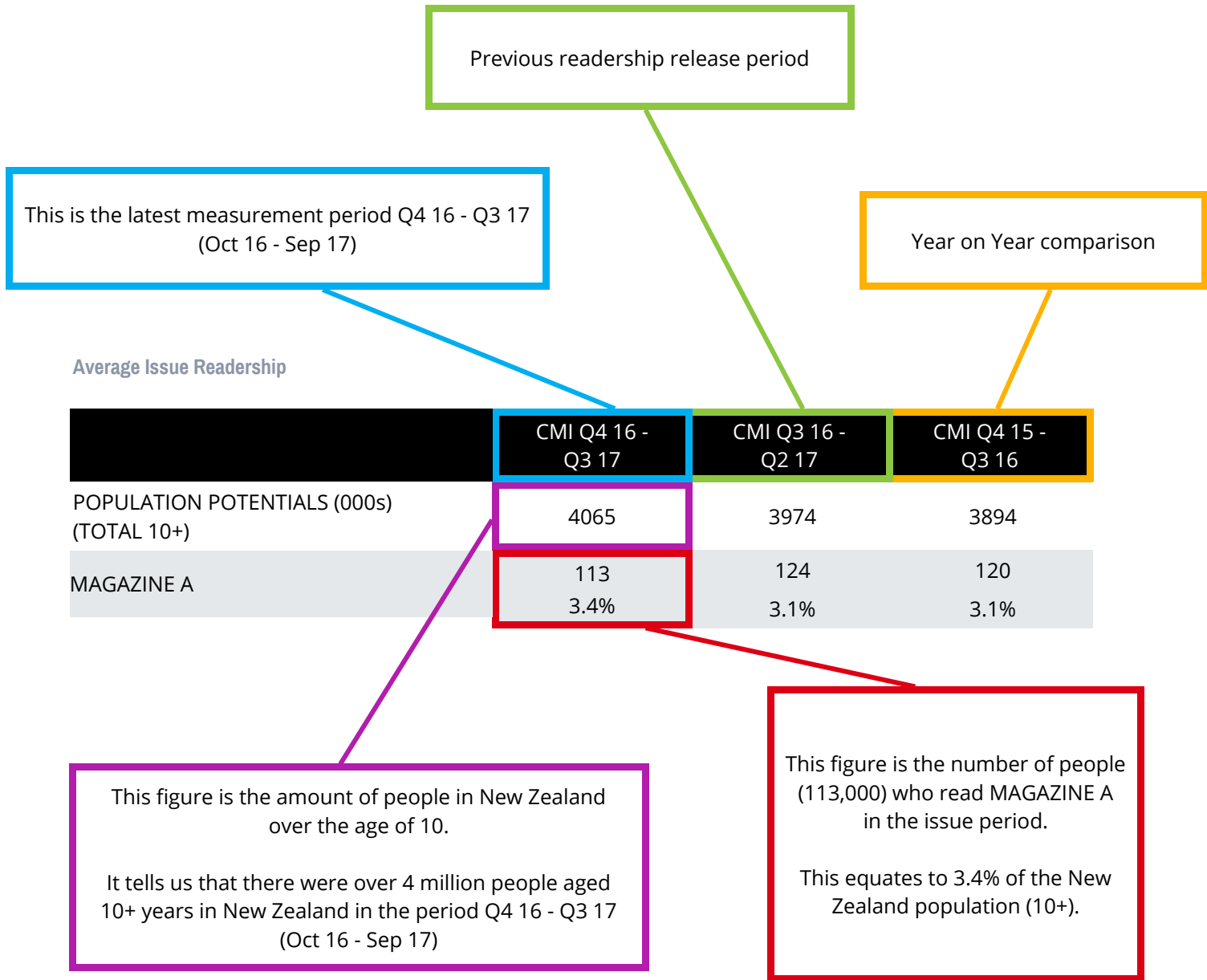
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 23rd November 2017.

FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

HOW TO READ THIS DOCUMENT



Average Issue Readership (AIR) is sometimes described as the number of people who read a “typical issue” within the issue period. For more information on definitions please contact Nielsen.

YEAR ON YEAR COMPARATIVES Q4 16 - Q3 17

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s)	4,065	4,065	3,974
TOTAL SAMPLE 10+	11,089	11,087	11,281

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
AUTOTRADER	166 4.1%	159 3.9%	
LUCKY BREAK	118 2.9%	134 3.3%	140 3.5%
NZ LISTENER	210 5.2%	223 5.5%	203 5.1%
NZ WOMAN'S WEEKLY	579 14.2%	591 14.5%	606 15.2%
THE TV GUIDE	359 8.8%	361 8.9%	364 9.2%
TIME	162 4.0%	155 3.8%	
WOMAN'S DAY	553 13.6%	566 13.9%	564 14.2%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
AUSTRALIAN WOMEN'S WEEKLY	489 12.0%	494 12.2%	497 12.5%
AVENUES	76 1.9%	70 1.7%	82 2.1%
BOATING NZ	94 2.3%	95 2.3%	105 2.6%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
COSMOPOLITAN	146 3.6%	146 3.6%	125 3.2%
DEALS ON WHEELS	50 1.2%	54 1.3%	57 1.4%
FARM TRADER	73 1.8%	76 1.9%	66 1.7%
GOOD HEALTH CHOICES	159 3.9%	164 4.0%	196 4.9%
HEALTHY FOOD GUIDE	356 8.8%	380 9.3%	391 9.8%
KIAORA	351 8.6%	351 8.6%	320 8.1%
KIWI GARDENER	109 2.7%	102 2.5%	94 2.4%
M2	62 1.5%	63 1.5%	80 2.0%
METRO	126 3.1%	120 3.0%	122 3.1%
MINDFOOD	241 5.9%	252 6.2%	241 6.1%
MOTORHOMES, CARAVANS & DESTINATIONS	70 1.7%	68 1.7%	77 1.9%
NEXT	182 4.5%	193 4.7%	200 5.0%
NORTH & SOUTH	219 5.4%	228 5.6%	228 5.7%
NZ FISHING NEWS	206 5.1%	216 5.3%	221 5.6%
NZ GARDENER	302 7.4%	298 7.3%	281 7.1%
NZ HOUSE & GARDEN	473 11.6%	488 12.0%	526 13.2%
NZ LIFESTYLE BLOCK	69 1.7%	68 1.7%	70 1.8%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
NZ TRUCKING	79 1.9%	80 2.0%	97 2.4%
READER'S DIGEST	234 5.8%	237 5.8%	246 6.2%
RECIPES+	86 2.1%	92 2.3%	90 2.3%
SKYWATCH	538 13.2%	576 14.2%	602 15.2%
WILD TOMATO	29 0.7%	33 0.8%	39 1.0%
YOUR HOME AND GARDEN	247 6.1%	253 6.2%	274 6.9%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
CUISINE	276 6.8%	283 7.0%	293 7.4%
DISH	143 3.5%	141 3.5%	142 3.6%
FISH & GAME NZ	257 6.3%	261 6.4%	253 6.4%
FOOD	137 3.4%	149 3.7%	194 4.9%
GOOD	41 1.0%	39 1.0%	39 1.0%
HOME NEW ZEALAND	100 2.5%	99 2.4%	105 2.6%
HOMESTYLE	94 2.3%	90 2.2%	92 2.3%
LITTLE TREASURES	121 3.0%	124 3.0%	131 3.3%
NZ GEOGRAPHIC	341 8.4%	330 8.1%	312 7.8%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
NZ LIFE & LEISURE	87 2.1%	94 2.3%	118 3.0%
NZ RUGBY NEWS	132 3.2%	146 3.6%	
NZ RUGBY WORLD	158 3.9%	156 3.8%	224 5.6%
TASTE	191 4.7%	172 4.2%	174 4.4%
URBIS	54 1.3%	58 1.4%	62 1.6%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
AA DIRECTIONS	841 20.7%	859 21.1%	806 20.3%
BRIDE & GROOM	61 1.5%	60 1.5%	71 1.8%
FASHION QUARTERLY	155 3.8%	159 3.9%	177 4.5%
HOUSES	85 2.1%	68 1.7%	56 1.4%
HUNTING & FISHING NZ	482 11.9%	485 11.9%	513 12.9%
LIVING WELL	60 1.5%	53 1.3%	
NEW ZEALAND WEDDINGS	76 1.9%	71 1.7%	84 2.1%
OHBABY!	75 1.8%	78 1.9%	68 1.7%
THE WORD FOR TODAY	158 3.9%	153 3.8%	163 4.1%
WORD FOR YOU TODAY	54 1.3%	58 1.4%	69 1.7%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
HABITAT	200 4.9%	203 5.0%	218 5.5%
SIMPLY YOU	67 1.6%	64 1.6%	71 1.8%
SIMPLY YOU LIVING	75 1.8%	68 1.7%	68 1.7%