

Q3 2017 - Q2 2018

# NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q3 2017 - Q2 2018

### DELETED PUBLICATIONS:

Paperboy

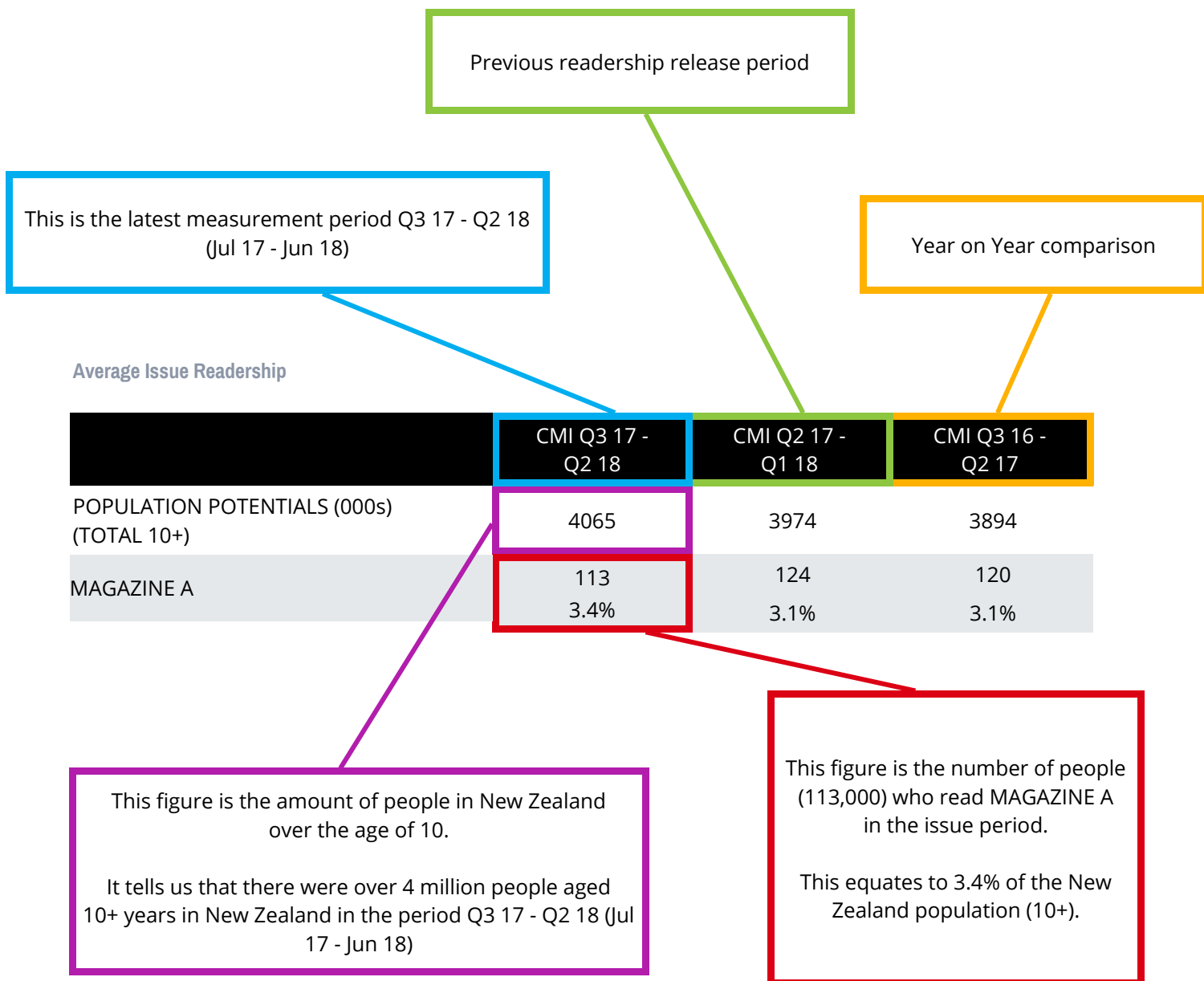
### EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 6 September 2018.

### 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 Q3 17 - Q2 18

## MAGAZINE TOPLINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s)	4,161	4,161	4,065
TOTAL SAMPLE 10+	10,651	10,843	11,087

### WEEKLY MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
LUCKY BREAK	121 2.9%	117 2.8%	134 3.3%
NEW ZEALAND LISTENER	197 4.7%	190 4.6%	223 5.5%
NEW ZEALAND WOMAN'S WEEKLY	546 13.1%	561 13.5%	591 14.5%
THE TV GUIDE	337 8.1%	343 8.2%	361 8.9%
TIME	156 3.7%	153 3.7%	155 3.8%
WOMAN'S DAY	525 12.6%	534 12.8%	566 13.9%

### FORTNIGHTLY MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
AUTOTRADER	161 3.9%	167 4.0%	159 3.9%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
AVENUES	84 2.0%	84 2.0%	70 1.7%
BOATING NZ	98 2.4%	98 2.3%	95 2.3%
DEALS ON WHEELS/FARM TRADER	87 2.1%	97 2.3%	
GOOD HEALTH CHOICES	177 4.2%	180 4.3%	164 4.0%
HEALTHY FOOD GUIDE	306 7.4%	329 7.9%	380 9.3%
KIA ORA	381 9.1%	353 8.5%	351 8.6%
KIWI GARDENER	112 2.7%	119 2.8%	102 2.5%
M2	80 1.9%	70 1.7%	63 1.5%
MINDFOOD	222 5.3%	237 5.7%	252 6.2%
MOTORHOMES, CARAVANS & DESTINATIONS	78 1.9%	74 1.8%	68 1.7%
NEW ZEALAND FISHING NEWS	213 5.1%	218 5.2%	216 5.3%
NEW ZEALAND GARDENER	300 7.2%	311 7.5%	298 7.3%
NEW ZEALAND LIFESTYLE BLOCK	61 1.5%		68 1.7%
NEXT	184 4.4%	185 4.4%	193 4.7%
NORTH & SOUTH	199 4.8%	210 5.0%	228 5.6%
NZ HOUSE & GARDEN	459 11.0%	477 11.5%	488 12.0%
READER'S DIGEST	235 5.7%	236 5.7%	237 5.8%

## MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SKYWATCH	483 11.6%	515 12.4%	576 14.2%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	494 11.9%	488 11.7%	494 12.2%
WILD TOMATO	26 0.6%	23 0.6%	33 0.8%
YOUR HOME AND GARDEN	251 6.0%	257 6.2%	253 6.2%

## BI-MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
DISH	140 3.4%	140 3.4%	141 3.5%
FOOD	135 3.2%	134 3.2%	149 3.7%
GOOD	35 0.9%	34 0.8%	39 1.0%
HOME NZ	105 2.5%	108 2.6%	99 2.4%
HOMESTYLE	108 2.6%	103 2.5%	90 2.2%
LITTLE TREASURES	103 2.5%	114 2.7%	124 3.0%
METRO	148 3.6%	137 3.3%	120 3.0%
NADIA (NADIA LIM MAGAZINE)	158 3.8%	153 3.7%	
NEW ZEALAND GEOGRAPHIC	337 8.1%	336 8.1%	330 8.1%
NZ LIFE & LEISURE	90 2.2%	87 2.1%	94 2.3%
NZ RUGBY WORLD	172 4.1%	169 4.1%	156 3.8%

## BI-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
RUGBY NEWS	122 2.9%	133 3.2%	146 3.6%
URBIS	57 1.4%	57 1.4%	58 1.4%

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
AA DIRECTIONS	908 21.8%	907 21.8%	859 21.1%
FASHION QUARTERLY	164 3.9%	164 3.9%	159 3.9%
HOUSES	74 1.8%	79 1.9%	68 1.7%
HUNTING & FISHING NEW ZEALAND	478 11.5%	495 11.9%	485 11.9%
NEW ZEALAND WEDDINGS	74 1.8%	72 1.7%	71 1.7%
OHBABY!	80 1.9%	73 1.8%	78 1.9%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	100 2.4%	74 1.8%	64 1.6%
TASTE	199 4.8%	182 4.4%	172 4.2%
THE WORD FOR TODAY	162 3.9%	164 3.9%	153 3.8%
WORD FOR YOU TODAY	55 1.3%	56 1.3%	58 1.4%



## SIX-MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
HABITAT	222 5.3%	212 5.1%	203 5.0%