

Q1 2018 - Q4 2018

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2018 - Q4 2018

DELETED PUBLICATIONS:

NZ Bride & Groom
Remix

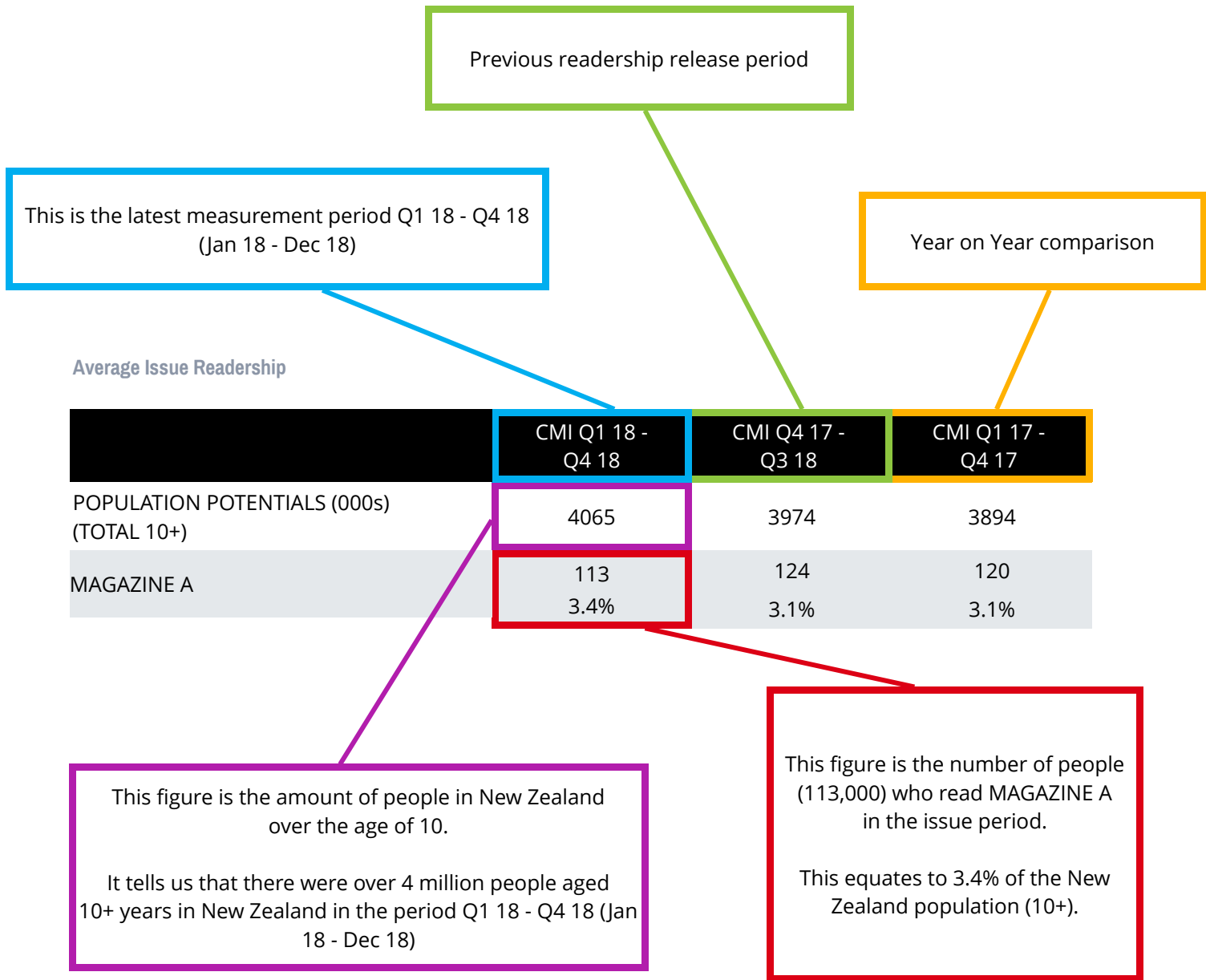
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 28 February 2019.

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

Q1 18 - Q4 18

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s)	4,161	4,161	4,065
TOTAL SAMPLE 10+	10,355	10,474	11,063

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
LUCKY BREAK	119 2.8%	117 2.8%	110 2.7%
NEW ZEALAND LISTENER	193 4.6%	192 4.6%	196 4.8%
NEW ZEALAND WOMAN'S WEEKLY	510 12.2%	537 12.9%	576 14.2%
THE TV GUIDE	306 7.4%	328 7.9%	337 8.3%
TIME	131 3.2%	140 3.4%	157 3.9%
WOMAN'S DAY	496 11.9%	520 12.5%	541 13.3%

FORTNIGHTLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
AUTOTRADER	138 3.3%	150 3.6%	178 4.4%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
BOATING NZ	107 2.6%	105 2.5%	92 2.3%
DEALS ON WHEELS/FARM TRADER	100 2.4%	94 2.3%	102 2.5%
HEALTHY FOOD GUIDE	293 7.1%	311 7.5%	335 8.2%
KIA ORA	409 9.8%	394 9.5%	357 8.8%
KIWI GARDENER	104 2.5%	105 2.5%	106 2.6%
M2	90 2.2%	81 2.0%	63 1.5%
MINDFOOD	224 5.4%	217 5.2%	238 5.9%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.8%	70 1.7%	73 1.8%
NEW ZEALAND FISHING NEWS	216 5.2%	222 5.3%	212 5.2%
NEW ZEALAND GARDENER	279 6.7%	286 6.9%	308 7.6%
NEXT	192 4.6%	184 4.4%	184 4.5%
NORTH & SOUTH	198 4.8%	201 4.8%	210 5.2%
NZ GOOD HEALTH & WELLBEING	180 4.3%	176 4.2%	167 4.1%
NZ HORSE & PONY	42 1.0%		
NZ HOUSE & GARDEN	454 10.9%	468 11.2%	475 11.7%
READER'S DIGEST	226 5.4%	230 5.5%	230 5.7%
SKYWATCH	456 11.0%	476 11.4%	513 12.6%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	485 11.7%	494 11.9%	491 12.1%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
WILD TOMATO	30 0.7%	28 0.7%	26 0.7%
YOUR HOME AND GARDEN	239 5.7%	243 5.8%	257 6.3%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
CUISINE	255 6.1%	245 5.9%	250 6.1%
DISH	139 3.3%	137 3.3%	136 3.3%
FOOD	147 3.5%	137 3.3%	127 3.1%
GOOD	39 0.9%	40 1.0%	38 0.9%
HOME NZ	94 2.3%	104 2.5%	102 2.5%
HOMESTYLE	111 2.7%	107 2.6%	90 2.2%
METRO	167 4.0%	162 3.9%	122 3.0%
NADIA (NADIA LIM MAGAZINE)	156 3.7%	152 3.7%	146 3.6%
NEW ZEALAND GEOGRAPHIC	317 7.6%	337 8.1%	334 8.2%
NZ LIFE & LEISURE	94 2.3%	96 2.3%	84 2.1%
NZ RUGBY WORLD	150 3.6%	160 3.8%	164 4.0%
RUGBY NEWS	109 2.6%	117 2.8%	132 3.3%
URBIS	44 1.0%	51 1.2%	54 1.3%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
AA DIRECTIONS	891 21.4%	913 22.0%	862 21.2%
FASHION QUARTERLY	154 3.7%	156 3.8%	160 3.9%
HOUSES	66 1.6%	70 1.7%	81 2.0%
HUNTING & FISHING NEW ZEALAND	463 11.1%	475 11.4%	483 11.9%
NEW ZEALAND WEDDINGS	83 2.0%	78 1.9%	77 1.9%
OHBABY!	90 2.2%	89 2.1%	74 1.8%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	68 1.6%	84 2.0%	71 1.8%
TASTE	205 4.9%	196 4.7%	181 4.5%
THE WORD FOR TODAY	159 3.8%	158 3.8%	161 3.9%
WORD FOR YOU TODAY	55 1.3%	54 1.3%	57 1.4%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
HABITAT	210 5.0%	221 5.3%	208 5.1%

BASIC DEMOGRAPHICS

Q1 18 - Q4 18

MAGAZINE TOPLINES

TOTALS

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	4,161	3,973	3,860	618	1,719	1,824	1,811	2,263
SAMPLE SIZE	10,355	10,170	10,044	881	4,056	5,418	5,664	6,630

WEEKLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
LUCKY BREAK	119 2.8%	116 2.9%	116 3.0%	8 1.3%	20 1.2%	90 5.0%	70 3.9%	66 2.9%
NEW ZEALAND LISTENER	193 4.6%	192 4.8%	192 5.0%	4 0.7%	80 4.6%	109 6.0%	106 5.9%	136 6.0%
NEW ZEALAND WOMAN'S WEEKLY	510 12.2%	500 12.6%	491 12.7%	48 7.8%	106 6.2%	356 19.5%	305 16.8%	280 12.4%
THE TV GUIDE	306 7.4%	300 7.5%	298 7.7%	25 4.0%	118 6.9%	163 8.9%	160 8.8%	181 8.0%
TIME	131 3.2%	130 3.3%	125 3.2%	18 2.9%	72 4.2%	41 2.3%	60 3.3%	72 3.2%
WOMAN'S DAY	496 11.9%	487 12.3%	484 12.5%	39 6.4%	92 5.4%	365 20.0%	309 17.1%	257 11.3%

FORTNIGHTLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
AUTOTRADER	138 3.3%	138 3.5%	133 3.5%	15 2.4%	86 5.0%	37 2.0%	54 3.0%	85 3.8%

MONTHLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
BOATING NZ	107 2.6%	105 2.6%	103 2.7%	8 1.3%	82 4.8%	17 0.9%	39 2.2%	72 3.2%
DEALS ON WHEELS/FARM TRADER	100 2.4%	99 2.5%	96 2.5%	10 1.6%	71 4.1%	20 1.1%	42 2.3%	73 3.2%
HEALTHY FOOD GUIDE	293 7.1%	285 7.2%	276 7.2%	30 4.8%	65 3.8%	198 10.9%	172 9.5%	147 6.5%
KIA ORA	409 9.8%	404 10.2%	399 10.3%	36 5.8%	189 11.0%	184 10.1%	183 10.1%	251 11.1%
KIWI GARDENER	104 2.5%	102 2.6%	93 2.4%	16 2.5%	26 1.5%	62 3.4%	54 3.0%	58 2.6%
M2	90 2.2%	90 2.3%	90 2.3%	1 0.2%	61 3.5%	27 1.5%	41 2.3%	62 2.8%
MINDFOOD	224 5.4%	220 5.5%	217 5.6%	13 2.1%	49 2.9%	162 8.9%	140 7.8%	125 5.5%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.8%	75 1.9%	75 1.9%	4 0.6%	40 2.3%	31 1.7%	42 2.3%	48 2.1%
NEW ZEALAND FISHING NEWS	216 5.2%	199 5.0%	196 5.1%	33 5.3%	139 8.1%	44 2.4%	75 4.1%	127 5.6%
NEW ZEALAND GARDENER	279 6.7%	276 7.0%	268 7.0%	17 2.7%	80 4.6%	183 10.0%	171 9.4%	162 7.2%
NEXT	192 4.6%	192 4.8%	191 5.0%	8 1.2%	25 1.5%	159 8.7%	132 7.3%	100 4.4%
NORTH & SOUTH	198 4.8%	197 5.0%	195 5.0%	8 1.3%	80 4.7%	110 6.0%	111 6.1%	135 5.9%
NZ GOOD HEALTH & WELLBEING	180 4.3%	177 4.4%	164 4.3%	26 4.2%	44 2.6%	110 6.0%	98 5.4%	89 3.9%
NZ HORSE & PONY	42 1.0%	37 0.9%	31 0.8%	15 2.4%	8 0.4%	19 1.1%	20 1.1%	14 0.6%
NZ HOUSE & GARDEN	454 10.9%	450 11.3%	448 11.6%	18 3.0%	122 7.1%	314 17.2%	285 15.7%	260 11.5%

MONTHLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
READER'S DIGEST	226 5.4%	225 5.7%	224 5.8%	8 1.3%	100 5.8%	118 6.5%	120 6.6%	139 6.2%
SKYWATCH	456 11.0%	440 11.1%	433 11.2%	45 7.3%	201 11.7%	210 11.5%	212 11.7%	264 11.7%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	485 11.7%	475 12.0%	469 12.2%	47 7.6%	95 5.5%	343 18.8%	292 16.1%	260 11.5%
WILD TOMATO	30 0.7%	30 0.8%	30 0.8%	1 0.1%	9 0.5%	20 1.1%	18 1.0%	20 0.9%
YOUR HOME AND GARDEN	239 5.7%	234 5.9%	231 6.0%	11 1.8%	49 2.8%	179 9.8%	154 8.5%	123 5.5%

BI-MONTHLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
CUISINE	255 6.1%	250 6.3%	246 6.4%	18 2.9%	84 4.9%	153 8.4%	150 8.3%	155 6.9%
DISH	139 3.3%	137 3.5%	137 3.6%	8 1.3%	29 1.7%	101 5.6%	86 4.7%	74 3.3%
FOOD	147 3.5%	142 3.6%	138 3.6%	23 3.7%	36 2.1%	88 4.8%	80 4.4%	72 3.2%
GOOD	39 0.9%	38 1.0%	38 1.0%	4 0.7%	5 0.3%	30 1.7%	26 1.4%	23 1.0%
HOME NZ	94 2.3%	94 2.4%	93 2.4%	4 0.7%	36 2.1%	55 3.0%	49 2.7%	58 2.6%
HOMESTYLE	111 2.7%	107 2.7%	101 2.6%	13 2.1%	31 1.8%	68 3.7%	63 3.5%	56 2.5%
METRO	167 4.0%	163 4.1%	162 4.2%	14 2.2%	70 4.1%	83 4.5%	76 4.2%	103 4.6%

BI-MONTHLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
NADIA (NADIA LIM MAGAZINE)	156 3.7%	155 3.9%	151 3.9%	10 1.6%	39 2.2%	107 5.9%	89 4.9%	83 3.7%
NEW ZEALAND GEOGRAPHIC	317 7.6%	304 7.6%	294 7.6%	52 8.5%	155 9.0%	110 6.0%	144 8.0%	188 8.3%
NZ LIFE & LEISURE	94 2.3%	94 2.4%	94 2.4%	3 0.4%	20 1.1%	72 3.9%	59 3.2%	57 2.5%
NZ RUGBY WORLD	150 3.6%	130 3.3%	119 3.1%	43 7.0%	78 4.5%	29 1.6%	39 2.2%	75 3.3%
RUGBY NEWS	109 2.6%	95 2.4%	89 2.3%	28 4.6%	60 3.5%	21 1.1%	36 2.0%	58 2.6%
URBIS	44 1.0%	44 1.1%	44 1.1%	0 0.0%	17 1.0%	27 1.5%	23 1.3%	30 1.3%

QUARTERLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
AA DIRECTIONS	891 21.4%	880 22.1%	864 22.4%	62 10.0%	414 24.1%	415 22.8%	448 24.8%	571 25.2%
FASHION QUARTERLY	154 3.7%	152 3.8%	144 3.7%	19 3.1%	20 1.1%	116 6.3%	80 4.4%	79 3.5%
HOUSES	66 1.6%	65 1.6%	64 1.6%	4 0.7%	31 1.8%	31 1.7%	30 1.7%	40 1.8%
HUNTING & FISHING NEW ZEALAND	463 11.1%	435 11.0%	414 10.7%	87 14.1%	248 14.5%	127 7.0%	173 9.5%	256 11.3%
NEW ZEALAND WEDDINGS	83 2.0%	79 2.0%	75 1.9%	13 2.1%	15 0.9%	56 3.0%	37 2.0%	38 1.7%
OHBABY!	90 2.2%	89 2.2%	89 2.3%	2 0.3%	12 0.7%	77 4.2%	63 3.5%	38 1.7%

QUARTERLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	68 1.6%	67 1.7%	67 1.7%	2 0.4%	9 0.5%	57 3.1%	44 2.4%	38 1.7%
TASTE	205 4.9%	199 5.0%	191 5.0%	28 4.5%	37 2.1%	141 7.7%	115 6.3%	96 4.2%
THE WORD FOR TODAY	159 3.8%	155 3.9%	155 4.0%	14 2.2%	48 2.8%	97 5.3%	88 4.9%	84 3.7%
WORD FOR YOU TODAY	55 1.3%	55 1.4%	54 1.4%	5 0.9%	15 0.9%	34 1.9%	28 1.5%	25 1.1%

SIX-MONTHLY MAGAZINES

	Total 10+	Total 13+	Total 15+	Teens 10-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
HABITAT	210 5.0%	205 5.2%	205 5.3%	10 1.6%	63 3.7%	137 7.5%	124 6.9%	117 5.2%

ABOUT NIELSEN

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