

Q2 2018 - Q1 2019

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2018 - Q1 2019

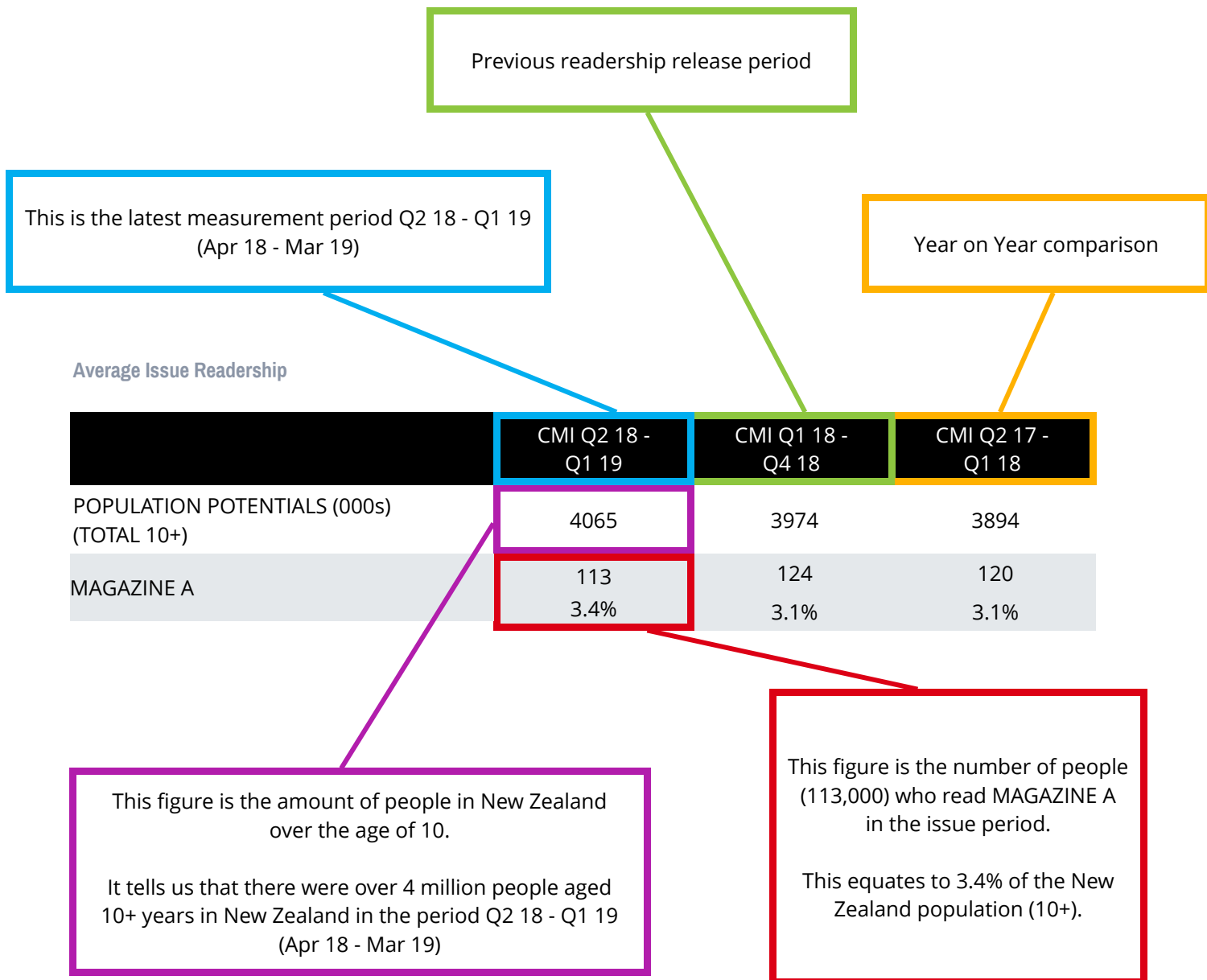
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 20 June 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 Q2 18 - Q1 19

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
POPULATION POTENTIALS (000s)	4,251	4,161	4,161
TOTAL SAMPLE 10+	10,343	10,355	10,843

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
LUCKY BREAK	110 2.6%	119 2.8%	117 2.8%
NEW ZEALAND LISTENER	201 4.7%	193 4.6%	190 4.6%
NEW ZEALAND WOMAN'S WEEKLY	523 12.3%	510 12.2%	561 13.5%
THE TV GUIDE	315 7.4%	306 7.4%	343 8.2%
TIME	130 3.0%	131 3.2%	153 3.7%
WOMAN'S DAY	515 12.1%	496 11.9%	534 12.8%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
AVENUES	75 1.8%		84 2.0%
BOATING NZ	108 2.5%	107 2.6%	98 2.3%
DEALS ON WHEELS/FARM TRADER	107 2.5%	100 2.4%	97 2.3%
HEALTHY FOOD GUIDE	287 6.7%	293 7.1%	329 7.9%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
KIA ORA	428 10.1%	409 9.8%	353 8.5%
KIWI GARDENER	85 2.0%	104 2.5%	119 2.8%
M2	85 2.0%	90 2.2%	70 1.7%
MINDFOOD	230 5.4%	224 5.4%	237 5.7%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.8%	75 1.8%	74 1.8%
NEW ZEALAND FISHING NEWS	232 5.5%	216 5.2%	218 5.2%
NEW ZEALAND GARDENER	270 6.3%	279 6.7%	311 7.5%
NEW ZEALAND LIFESTYLE BLOCK	59 1.4%		
NEXT	187 4.4%	192 4.6%	185 4.4%
NORTH & SOUTH	201 4.7%	198 4.8%	210 5.0%
NZ GOOD HEALTH & WELLBEING	162 3.8%	180 4.3%	180 4.3%
NZ HOUSE & GARDEN	474 11.1%	454 10.9%	477 11.5%
READER'S DIGEST	210 5.0%	226 5.4%	236 5.7%
SKYWATCH	460 10.8%	456 11.0%	515 12.4%
STYLE	62 1.5%		
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	492 11.6%	485 11.7%	488 11.7%
WILD TOMATO	34 0.8%	30 0.7%	23 0.6%
YOUR HOME AND GARDEN	243 5.7%	239 5.7%	257 6.2%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
CUISINE	261 6.1%	255 6.1%	256 6.2%
DISH	148 3.5%	139 3.3%	140 3.4%
FOOD	151 3.5%	147 3.5%	134 3.2%
HOME NZ	99 2.3%	94 2.3%	108 2.6%
HOMESTYLE	118 2.8%	111 2.7%	103 2.5%
METRO	168 4.0%	167 4.0%	137 3.3%
NADIA (NADIA LIM MAGAZINE)	158 3.7%	156 3.7%	153 3.7%
NEW ZEALAND GEOGRAPHIC	326 7.7%	317 7.6%	336 8.1%
NZ LIFE & LEISURE	110 2.6%	94 2.3%	87 2.1%
NZ RUGBY WORLD	160 3.8%	150 3.6%	169 4.1%
RUGBY NEWS	119 2.8%	109 2.6%	133 3.2%
URBIS	45 1.0%	44 1.0%	57 1.4%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
AA DIRECTIONS	894 21.0%	891 21.4%	907 21.8%
FASHION QUARTERLY	159 3.7%	154 3.7%	164 3.9%
GOOD	40 0.9%	39 0.9%	34 0.8%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
HOUSES	65 1.5%	66 1.6%	79 1.9%
HUNTING & FISHING NEW ZEALAND	487 11.5%	463 11.1%	495 11.9%
NEW ZEALAND WEDDINGS	92 2.2%	83 2.0%	72 1.7%
OHBABY!	90 2.1%	90 2.2%	73 1.8%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	58 1.4%	68 1.6%	74 1.8%
TASTE	211 5.0%	205 4.9%	182 4.4%
THE WORD FOR TODAY	168 4.0%	159 3.8%	164 3.9%
WORD FOR YOU TODAY	60 1.4%	55 1.3%	56 1.3%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 18 - Q1 19	CMI Q1 18 - Q4 18	CMI Q2 17 - Q1 18
HABITAT	221 5.2%	210 5.0%	212 5.1%