

CMI Q3 18 - Q2 19

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2018 - Q2 2019

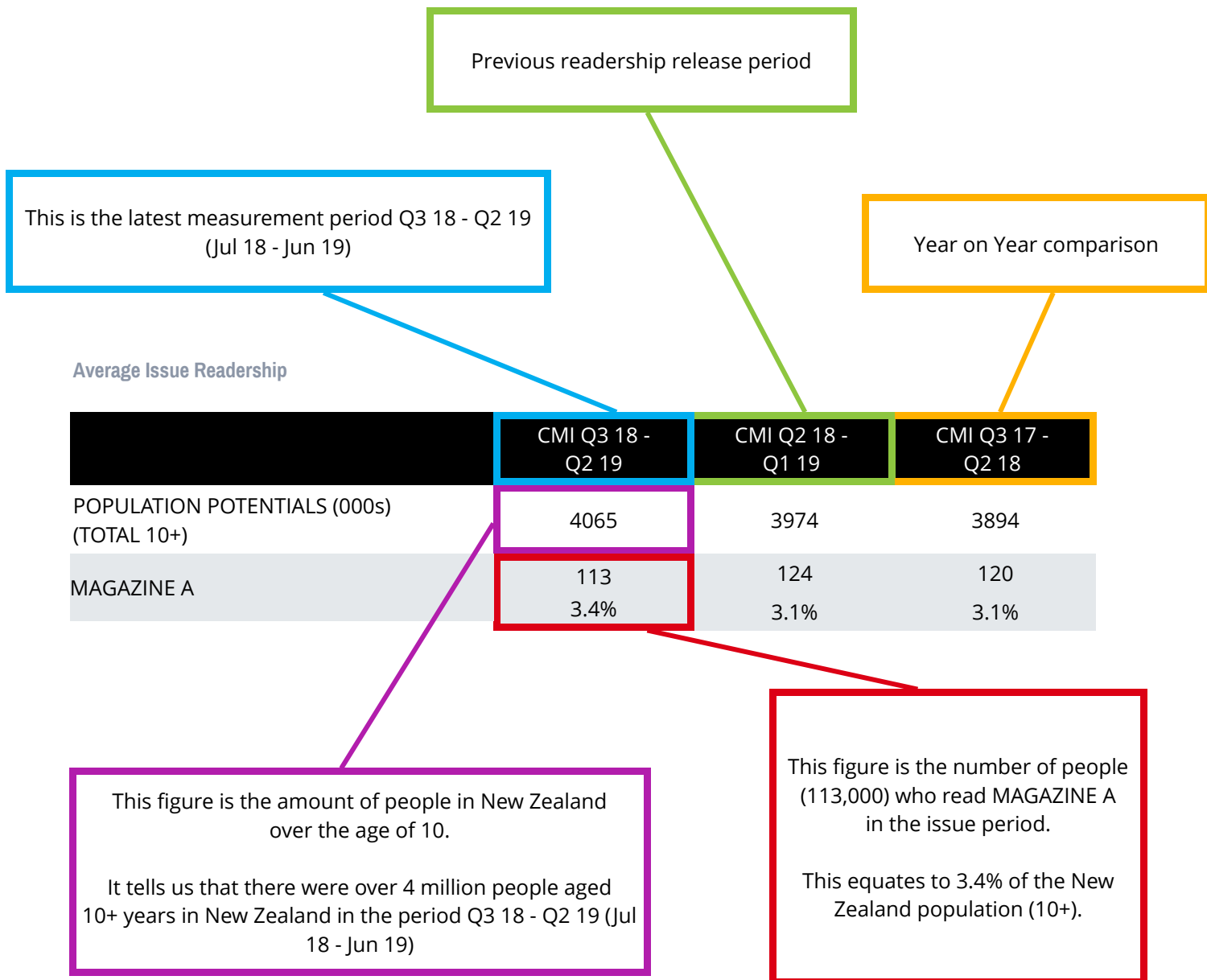
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 5 September 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 Q3 18 - Q2 19

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
POPULATION POTENTIALS (000s)	4,251	4,251	4,161
TOTAL SAMPLE 10+	10,323	10,343	10,651

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
LUCKY BREAK	108 2.5%	110 2.6%	121 2.9%
NEW ZEALAND LISTENER	195 4.6%	201 4.7%	197 4.7%
NEW ZEALAND WOMAN'S WEEKLY	511 12.0%	523 12.3%	546 13.1%
THE TV GUIDE	286 6.7%	315 7.4%	337 8.1%
TIME	125 2.9%	130 3.0%	156 3.7%
WOMAN'S DAY	505 11.9%	515 12.1%	525 12.6%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
AVENUES	73 1.7%	75 1.8%	84 2.0%
BOATING NZ	110 2.6%	108 2.5%	98 2.4%
DEALS ON WHEELS/FARM TRADER	108 2.5%	107 2.5%	87 2.1%
HEALTHY FOOD GUIDE	283 6.7%	287 6.7%	306 7.4%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
KIA ORA	445 10.5%	428 10.1%	381 9.1%
KIWI GARDENER	89 2.1%	85 2.0%	112 2.7%
MINDFOOD	232 5.5%	230 5.4%	222 5.3%
MOTORHOMES, CARAVANS & DESTINATIONS	67 1.6%	75 1.8%	78 1.9%
NEW ZEALAND FISHING NEWS	229 5.4%	232 5.5%	213 5.1%
NEW ZEALAND GARDENER	280 6.6%	270 6.3%	300 7.2%
NEW ZEALAND LIFESTYLE BLOCK	68 1.6%	59 1.4%	61 1.5%
NEXT	181 4.3%	187 4.4%	184 4.4%
NORTH & SOUTH	208 4.9%	201 4.7%	199 4.8%
NZ GOOD HEALTH & WELLBEING	161 3.8%	162 3.8%	177 4.2%
NZ HOUSE & GARDEN	484 11.4%	474 11.1%	459 11.0%
READER'S DIGEST	189 4.4%	210 5.0%	235 5.7%
SKYWATCH	435 10.2%	460 10.8%	483 11.6%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	474 11.1%	492 11.6%	494 11.9%
WILD TOMATO	32 0.7%	34 0.8%	26 0.6%
YOUR HOME AND GARDEN	237 5.6%	243 5.7%	251 6.0%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
CUISINE	273 6.4%	261 6.1%	
DISH	163 3.8%	148 3.5%	140 3.4%
FOOD	161 3.8%	151 3.5%	135 3.2%
HOME NZ	111 2.6%	99 2.3%	105 2.5%
HOMESTYLE	106 2.5%	118 2.8%	108 2.6%
METRO	175 4.1%	168 4.0%	148 3.6%
NADIA (NADIA LIM MAGAZINE)	154 3.6%	158 3.7%	158 3.8%
NEW ZEALAND GEOGRAPHIC	333 7.8%	326 7.7%	337 8.1%
NZ LIFE & LEISURE	124 2.9%	110 2.6%	90 2.2%
NZ RUGBY WORLD	158 3.7%	160 3.8%	172 4.1%
RUGBY NEWS	123 2.9%	119 2.8%	122 2.9%
URBIS	44 1.0%	45 1.0%	57 1.4%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
AA DIRECTIONS	907 21.3%	894 21.0%	908 21.8%
FASHION QUARTERLY	160 3.8%	159 3.7%	164 3.9%
GOOD	37 0.9%	40 0.9%	35 0.9%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
HOUSES	60 1.4%	65 1.5%	74 1.8%
HUNTING & FISHING NEW ZEALAND	495 11.6%	487 11.5%	478 11.5%
OHBABY!	85 2.0%	90 2.1%	80 1.9%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	58 1.4%	58 1.4%	100 2.4%
TASTE	206 4.8%	211 5.0%	199 4.8%
THE WORD FOR TODAY	176 4.1%	168 4.0%	162 3.9%
WORD FOR YOU TODAY	63 1.5%	60 1.4%	55 1.3%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 18 - Q2 19	CMI Q2 18 - Q1 19	CMI Q3 17 - Q2 18
HABITAT	213 5.0%	221 5.2%	222 5.3%