

Q4 2018 - Q3 2019

**NIELSEN  
NATIONAL  
READERSHIP  
SURVEY**

Magazine Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q4 2018 - Q3 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 21 November 2019.

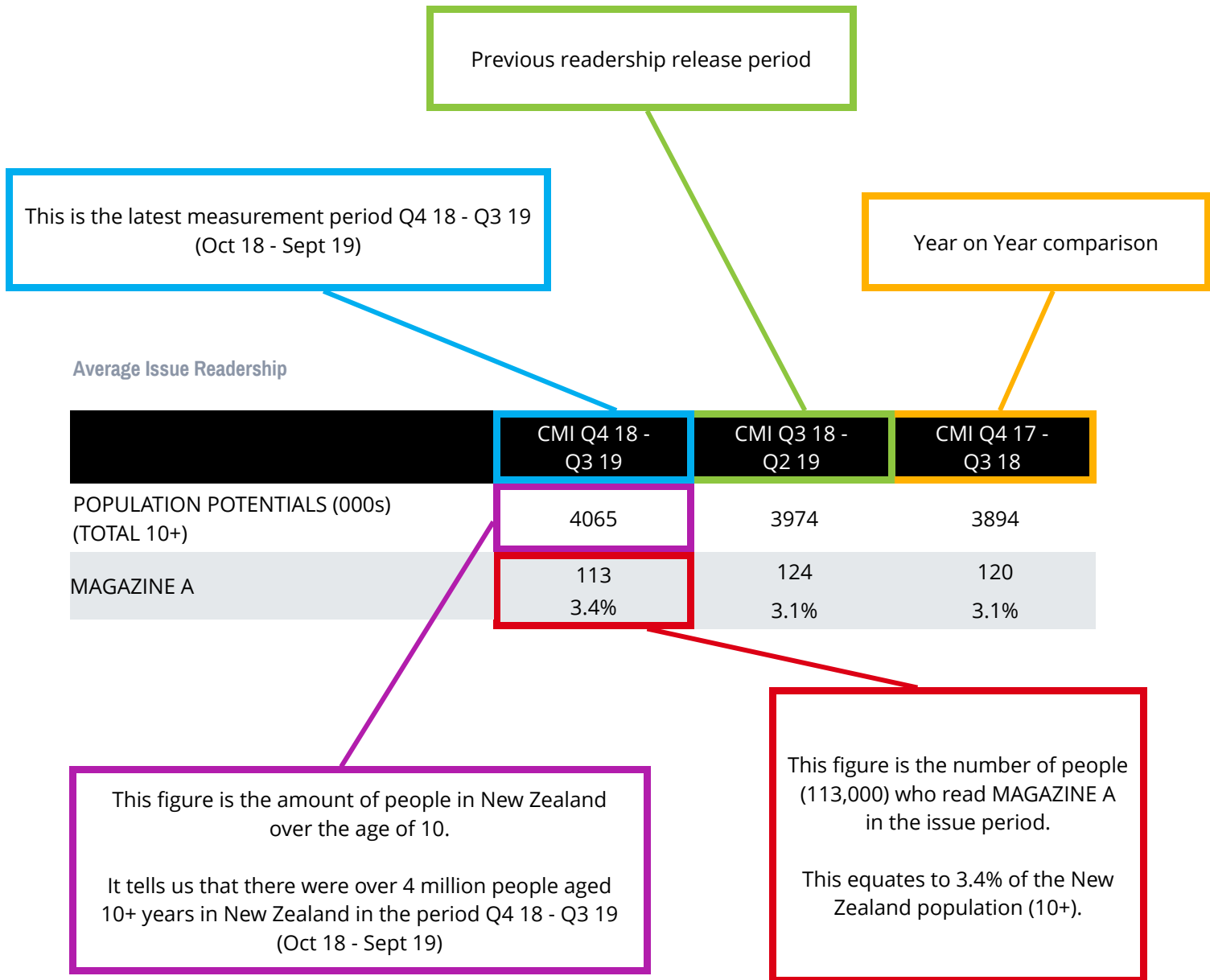
### DELETED PUBLICATIONS:

Little Treasures

### 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 18 - Q3 19

## MAGAZINE TOPLINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
POPULATION POTENTIALS (000s)	4,251	4,251	4,161
TOTAL SAMPLE 10+	10,353	10,323	10,474

### WEEKLY MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
LUCKY BREAK	122 2.9%	108 2.5%	117 2.8%
NEW ZEALAND LISTENER	195 4.6%	195 4.6%	192 4.6%
NEW ZEALAND WOMAN'S WEEKLY	518 12.2%	511 12.0%	537 12.9%
THE TV GUIDE	293 6.9%	286 6.7%	328 7.9%
TIME	134 3.2%	125 2.9%	140 3.4%
WOMAN'S DAY	501 11.8%	505 11.9%	520 12.5%

### MONTHLY MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
AVENUES	62 1.5%	73 1.7%	
BOATING NZ	103 2.4%	110 2.6%	105 2.5%
DEALS ON WHEELS/FARM TRADER	113 2.6%	108 2.5%	94 2.3%
HEALTHY FOOD GUIDE	274 6.5%	283 6.7%	311 7.5%

## MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
KIA ORA	446 10.5%	445 10.5%	394 9.5%
KIWI GARDENER	87 2.0%	89 2.1%	105 2.5%
MINDFOOD	238 5.6%	232 5.5%	217 5.2%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.8%	67 1.6%	70 1.7%
NEW ZEALAND FISHING NEWS	216 5.1%	229 5.4%	222 5.3%
NEW ZEALAND GARDENER	281 6.6%	280 6.6%	286 6.9%
NEW ZEALAND LIFESTYLE BLOCK	80 1.9%	68 1.6%	
NEXT	173 4.1%	181 4.3%	184 4.4%
NORTH & SOUTH	201 4.7%	208 4.9%	201 4.8%
NZ GOOD HEALTH & WELLBEING	157 3.7%	161 3.8%	176 4.2%
NZ HOUSE & GARDEN	475 11.2%	484 11.4%	468 11.2%
READER'S DIGEST	174 4.1%	189 4.4%	230 5.5%
RUGBY NEWS	111 2.6%	123 2.9%	117 2.8%
SKYWATCH	419 9.9%	435 10.2%	476 11.4%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	470 11.1%	474 11.1%	494 11.9%
YOUR HOME AND GARDEN	236 5.6%	237 5.6%	243 5.8%

## BI-MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
CUISINE	272 6.4%	273 6.4%	245 5.9%
DISH	161 3.8%	163 3.8%	137 3.3%
FOOD	161 3.8%	161 3.8%	137 3.3%
HOME NZ	113 2.7%	111 2.6%	104 2.5%
HOMESTYLE	106 2.5%	106 2.5%	107 2.6%
METRO	173 4.1%	175 4.1%	162 3.9%
NADIA (NADIA LIM MAGAZINE)	157 3.7%	154 3.6%	152 3.7%
NEW ZEALAND GEOGRAPHIC	325 7.6%	333 7.8%	337 8.1%
NZ LIFE & LEISURE	139 3.3%	124 2.9%	96 2.3%
NZ RUGBY WORLD	167 3.9%	158 3.7%	160 3.8%
URBIS	43 1.0%	44 1.0%	51 1.2%

## QUARTERLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
AA DIRECTIONS	908 21.4%	907 21.3%	913 22.0%
FASHION QUARTERLY	165 3.9%	160 3.8%	156 3.8%
GOOD	37 0.9%	37 0.9%	40 1.0%
HOUSES	52 1.2%	60 1.4%	70 1.7%

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
HUNTING & FISHING NEW ZEALAND	505 11.9%	495 11.6%	475 11.4%
OHBABY!	89 2.1%	85 2.0%	89 2.1%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	54 1.3%	58 1.4%	84 2.0%
TASTE	197 4.6%	206 4.8%	196 4.7%
THE WORD FOR TODAY	166 3.9%	176 4.1%	158 3.8%
WORD FOR YOU TODAY	61 1.4%	63 1.5%	54 1.3%

## SIX-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 18 - Q3 19	CMI Q3 18 - Q2 19	CMI Q4 17 - Q3 18
HABITAT	208 4.9%	213 5.0%	221 5.3%