

Q2 2019 - Q1
2020

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2019 - Q1 2020

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 18 June 2020

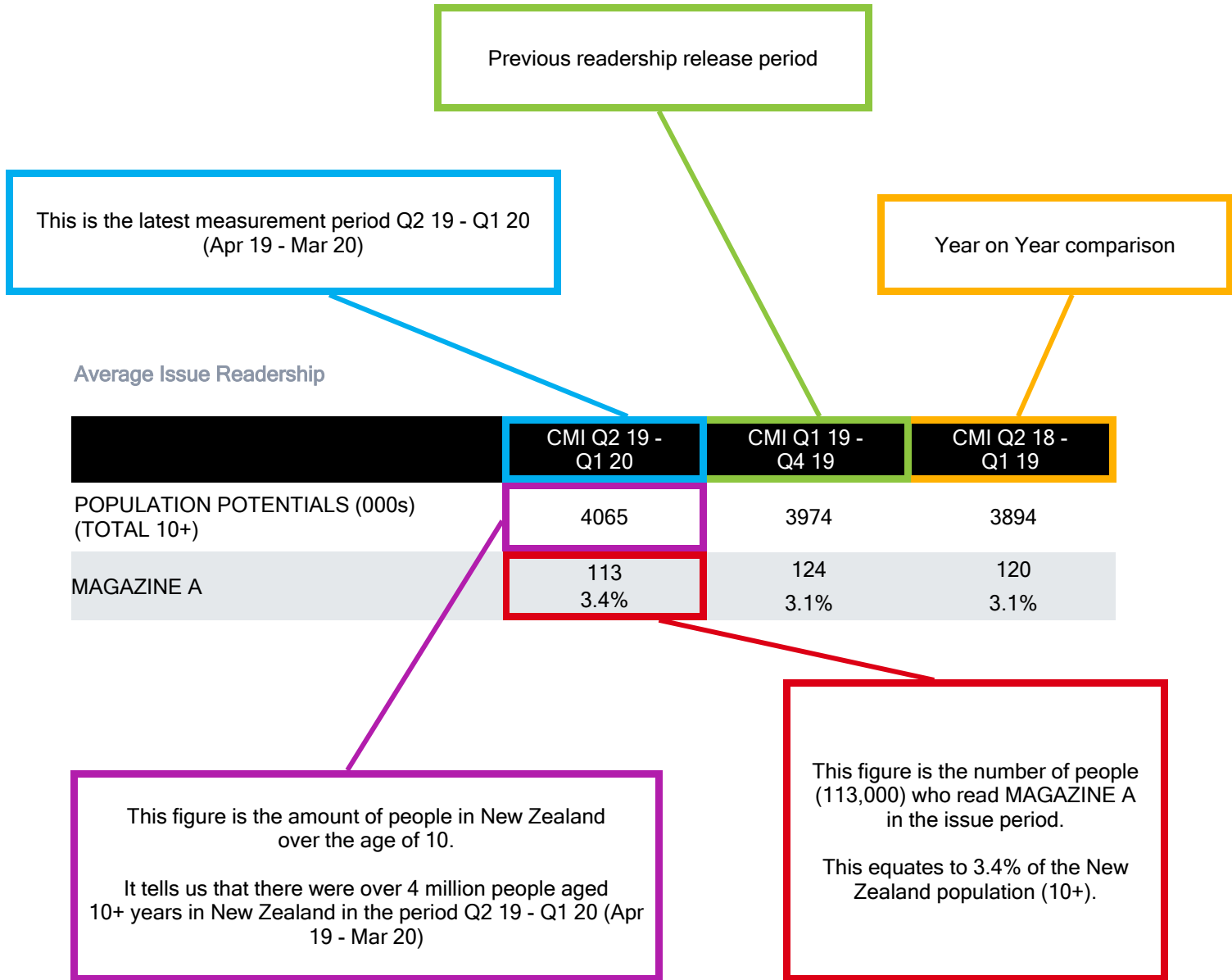
DELETED PUBLICATIONS:

The Australian Women's Weekly (NZ)
Fashion Quarterly
NZ Good Health & Wellbeing
Food
HOME NZ
Houses
Kia Ora
Lucky Break
Metro
Nadia
New Zealand Weddings
Next
North & South
New Zealand Listener
New Zealand Woman's Weekly
Property Press
Taste
Urbis
Woman's Day
Your Home And Garden

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 19 - Q1 20

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
POPULATION POTENTIALS (000s)	4,281	4,251	4,251
TOTAL SAMPLE 10+	10,314	10,331	10,343

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
THE TV GUIDE	284 6.6%	300 7.1%	315 7.4%
TIME	122 2.9%	130 3.1%	130 3.0%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
AVENUES	69 1.6%	65 1.5%	75 1.8%
BOATING NZ	103 2.4%	107 2.5%	108 2.5%
DEALS ON WHEELS/FARM TRADER	137 3.2%	125 2.9%	107 2.5%
KIWI GARDENER	87 2.0%	80 1.9%	85 2.0%
MINDFOOD	241 5.6%	234 5.5%	230 5.4%
MOTORHOMES, CARAVANS & DESTINATIONS	78 1.8%	71 1.7%	75 1.8%
NEW ZEALAND FISHING NEWS	211 4.9%	217 5.1%	232 5.5%
NEW ZEALAND GARDENER	290 6.8%	280 6.6%	270 6.3%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
NEW ZEALAND LIFESTYLE BLOCK	79 1.8%	81 1.9%	59 1.4%
NZ HORSE & PONY	49 1.1%	46 1.1%	
NZ HOUSE & GARDEN	476 11.1%	483 11.4%	474 11.1%
READER'S DIGEST	176 4.1%	175 4.1%	210 5.0%
RUGBY NEWS	105 2.5%	115 2.7%	119 2.8%
SKYWATCH	405 9.5%	409 9.6%	460 10.8%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
CUISINE	280 6.5%	268 6.3%	261 6.1%
DISH	162 3.8%	166 3.9%	148 3.5%
HOMESTYLE	100 2.3%	105 2.5%	118 2.8%
NEW ZEALAND GEOGRAPHIC	330 7.7%	335 7.9%	326 7.7%
NZ LIFE & LEISURE	132 3.1%	145 3.4%	110 2.6%
NZ RUGBY WORLD	195 4.6%	183 4.3%	160 3.8%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
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QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
AA DIRECTIONS	900 21.0%	889 20.9%	894 21.0%
GOOD	49 1.1%	46 1.1%	40 0.9%
HUNTING & FISHING NEW ZEALAND	585 13.7%	552 13.0%	487 11.5%
OHBABY!	81 1.9%	89 2.1%	90 2.1%
THE WORD FOR TODAY	158 3.7%	163 3.8%	168 4.0%
WORD FOR YOU TODAY	55 1.3%	64 1.5%	60 1.4%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 19 - Q1 20	CMI Q1 19 - Q4 19	CMI Q2 18 - Q1 19
HABITAT	233 5.4%	224 5.3%	221 5.2%