

Q2 2020 - Q1  
2021

# NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q2 2020 - Q1 2021

### EMBARGO

Please also note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 24 June 2021

### 6 MONTH TOPLINES SPECIAL RELEASE (Q4 20 - Q1 21)

In addition to the latest 12 month toplines release, there is a special toplines release for the exempted magazine titles (see previous communication for details on the exempted titles) containing results for the latest 6 month period (Q4 20 - Q1 21).

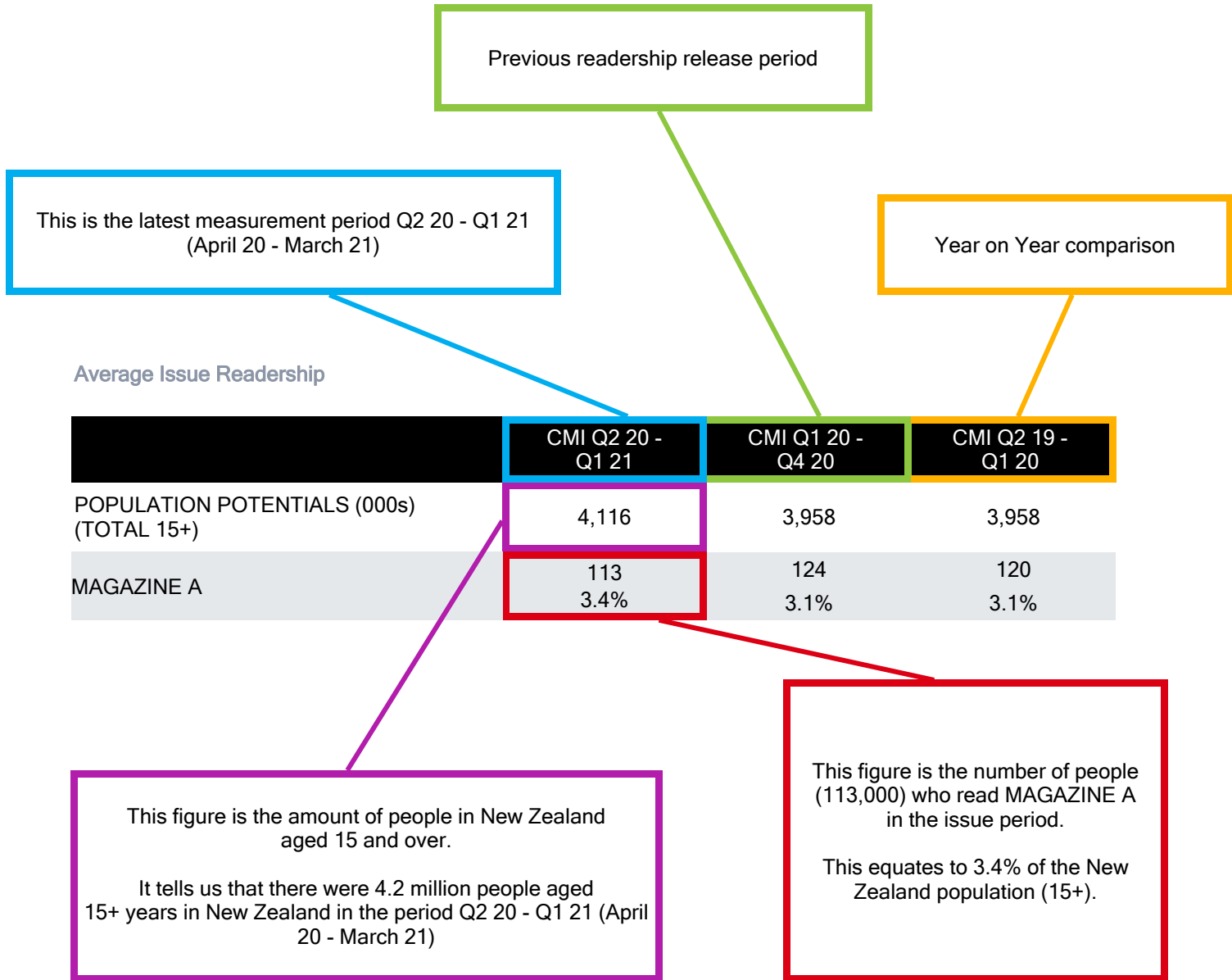
In consultation with the Magazine Publishers Association, a special 6 month toplines has been produced specifically for the exempted magazine titles to provide them with current readership figures that can be used in the market.

Note: the same embargo period applies as per above.

### FURTHER INFORMATION

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact the Helpdesk via [nzmediahelpdesk@nielsen.com](mailto:nzmediahelpdesk@nielsen.com)

# 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 20 - Q1 21

# MAGAZINE TOPLINES

## AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
POPULATION POTENTIALS (000s)	4,116	3,958	3,958
TOTAL SAMPLE 15+	10,035	10,057	10,125

## WEEKLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
THE TV GUIDE	334 8.1%	305 7.7%	266 6.7%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
AVENUES	54 1.3%	50 1.3%	69 1.7%
DEALS ON WHEELS/FARM TRADER	119 2.9%	92 2.3%	133 3.4%
KIWI GARDENER	84 2.0%		87 2.2%
MINDFOOD	170 4.1%	178 4.5%	225 5.7%
MOTORHOMES, CARAVANS & DESTINATIONS	85 2.1%	77 2.0%	76 1.9%
NEW ZEALAND GARDENER	263 6.4%	260 6.6%	279 7.0%
NEW ZEALAND LIFESTYLE BLOCK	79 1.9%	70 1.8%	75 1.9%
NZ HORSE & PONY	39 0.9%	34 0.9%	42 1.1%
NZ HOUSE & GARDEN	361 8.8%	357 9.0%	466 11.8%

## MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
READER'S DIGEST	214 5.2%	189 4.8%	171 4.3%
RUGBY NEWS	110 2.7%		96 2.4%

## BI-MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
ABODE	22 0.5%	19 0.5%	
CUISINE	225 5.5%	222 5.6%	276 7.0%
DISH	162 3.9%	147 3.7%	157 4.0%
GOOD	57 1.4%	50 1.3%	43 1.1%
HOMESTYLE	81 2.0%	79 2.0%	98 2.5%
NEW ZEALAND GEOGRAPHIC	378 9.2%	334 8.4%	307 7.8%
NZ LIFE & LEISURE	91 2.2%	90 2.3%	125 3.2%

## QUARTERLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
AA DIRECTIONS	991 24.1%	937 23.7%	893 22.6%
FAMILY TIMES	73 1.8%	59 1.5%	
HUNTING & FISHING NEW ZEALAND	442 10.7%	407 10.3%	523 13.2%

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
OHBABY!	94 2.3%	78 2.0%	81 2.0%
THE WORD FOR TODAY	198 4.8%	175 4.4%	157 4.0%
WORD FOR YOU TODAY	69 1.7%	72 1.8%	55 1.4%

## SIX-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q2 20 - Q1 21	CMI Q1 20 - Q4 20	CMI Q2 19 - Q1 20
HABITAT	234 5.7%	231 5.8%	225 5.7%

6 MONTH TOPLINES  
SPECIAL RELEASE  
Q4 20 - Q1 21



# MAGAZINE TOPLINES

## TOTALS

	CMI Q4 20 - Q1 21
POPULATION POTENTIALS (000s)	4,116
SAMPLE SIZE	4,997

## WEEKLY MAGAZINES

	CMI Q4 20 - Q1 21
NEW ZEALAND LISTENER	217 5.3%
NEW ZEALAND WOMAN'S WEEKLY	455 11.1%
WOMAN'S DAY	405 9.8%

## MONTHLY MAGAZINES

	CMI Q4 20 - Q1 21
NORTH & SOUTH	142 3.5%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	498 12.1%

## BI-MONTHLY MAGAZINES

	CMI Q4 20 - Q1 21
HOME NZ	95 2.3%