



Nielsen National Readership Report

Magazine Toplines

Q2 2021 - Q1 2022

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2021 - Q1 2022

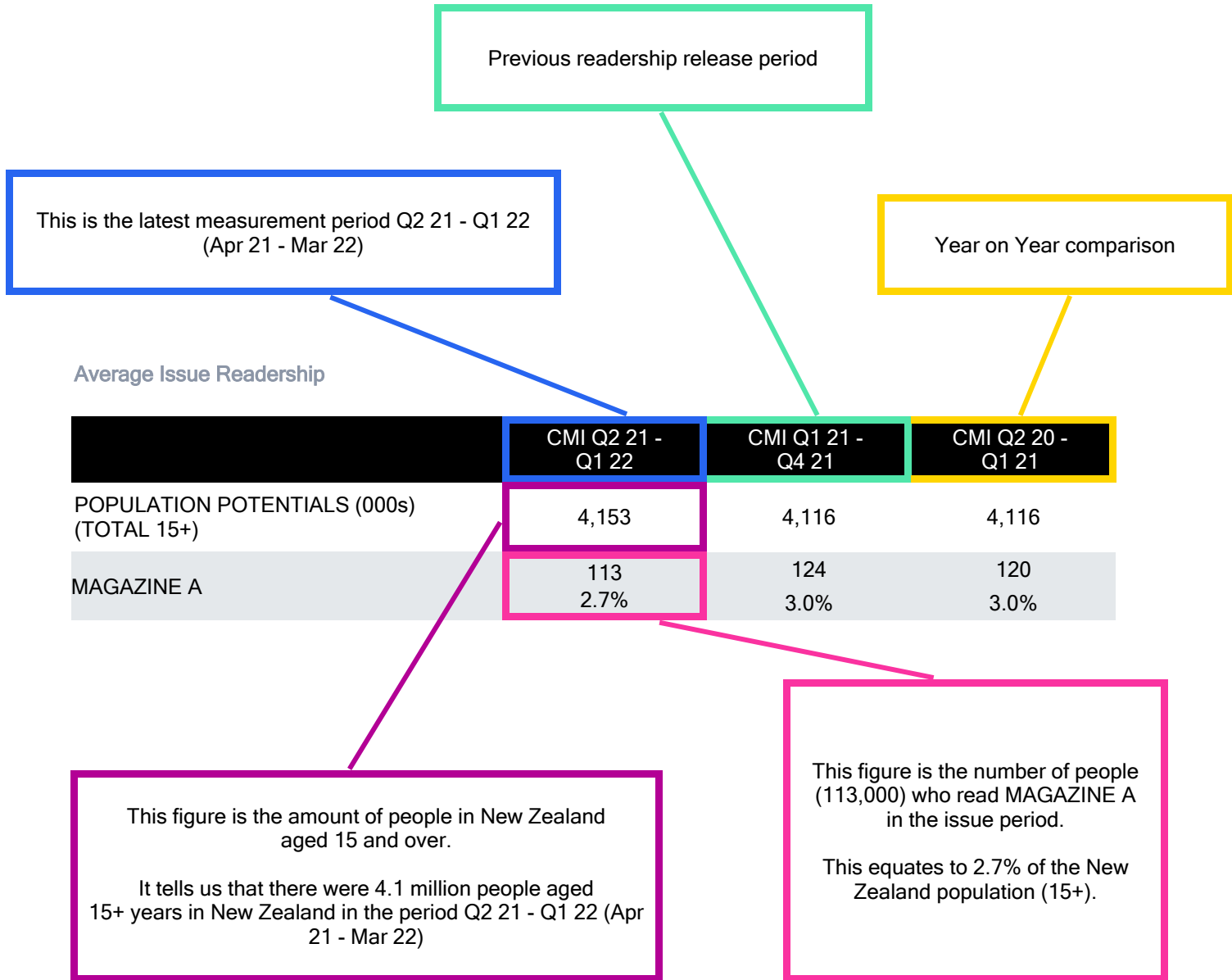
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Please also note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 9 June 2022

FURTHER INFORMATION

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact the Helpdesk via 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 21 - Q1 22

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
POPULATION POTENTIALS (000s)	4,153	4,116	4,116
TOTAL SAMPLE 15+	10,022	10,011	10,035

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
NEW ZEALAND LISTENER	240 5.8%	231 5.6%	
NEW ZEALAND WOMAN'S WEEKLY	452 10.9%	454 11.0%	
THE TV GUIDE	360 8.7%	359 8.7%	334 8.1%
WOMAN'S DAY	359 8.6%	372 9.0%	

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
AVENUES	41 1.0%	48 1.2%	54 1.3%
DEALS ON WHEELS/FARM TRADER	122 2.9%	125 3.0%	119 2.9%
KIA ORA	265 6.4%	281 6.8%	
KIWI GARDENER	114 2.7%	110 2.7%	84 2.0%
MINDFOOD	167 4.0%	174 4.2%	170 4.1%
MOTORHOMES, CARAVANS & DESTINATIONS	88 2.1%	96 2.3%	85 2.1%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
NEW ZEALAND GARDENER	260 6.3%	252 6.1%	263 6.4%
NEW ZEALAND LIFESTYLE BLOCK	73 1.8%	69 1.7%	79 1.9%
NORTH & SOUTH	156 3.8%	157 3.8%	
NZ HORSE & PONY	41 1.0%	45 1.1%	39 0.9%
NZ HOUSE & GARDEN	406 9.8%	412 10.0%	361 8.8%
READER'S DIGEST	272 6.6%	259 6.3%	214 5.2%
RUGBY NEWS	93 2.2%	111 2.7%	110 2.7%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	455 11.0%	477 11.6%	
WOMAN	76 1.8%	88 2.1%	
YOUR HOME AND GARDEN	101 2.4%	101 2.5%	

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
ABODE	20 0.5%	24 0.6%	22 0.5%
CUISINE	239 5.7%	245 5.9%	225 5.5%
DISH	163 3.9%	163 3.9%	162 3.9%
GOOD	35 0.8%	43 1.0%	57 1.4%
HOME NZ	93 2.2%	93 2.3%	
HOMESTYLE	80 1.9%	87 2.1%	81 2.0%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
NEW ZEALAND GEOGRAPHIC	407 9.8%	407 9.9%	378 9.2%
NZ LIFE & LEISURE	87 2.1%	83 2.0%	91 2.2%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
AA DIRECTIONS	931 22.4%	956 23.2%	991 24.1%
FAMILY TIMES	62 1.5%	71 1.7%	73 1.8%
FASHION QUARTERLY	133 3.2%	136 3.3%	
HUNTING & FISHING NEW ZEALAND	478 11.5%	482 11.7%	442 10.7%
OHBABY!	86 2.1%	91 2.2%	94 2.3%
THE WORD FOR TODAY	202 4.9%	209 5.1%	198 4.8%
VIVA MAGAZINE	138 3.3%	146 3.5%	
WORD FOR YOU TODAY	24 0.6%	22 0.5%	69 1.7%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 21 - Q1 22	CMI Q1 21 - Q4 21	CMI Q2 20 - Q1 21
HABITAT	230 5.5%	218 5.3%	234 5.7%

BASIC DEMOGRAPHICS

Q2 21 - Q1 22

MAGAZINE TOPLINES

TOTALS

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	4,153	315	1,883	1,955	1,874	2,536
SAMPLE SIZE	10,022	767	4,522	4,733	5,806	6,583

WEEKLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
NEW ZEALAND LISTENER	240 5.8%	6 1.9%	123 6.5%	111 5.7%	136 7.3%	185 7.3%
NEW ZEALAND WOMAN'S WEEKLY	452 10.9%	28 8.8%	117 6.2%	306 15.7%	255 13.6%	278 11.0%
THE TV GUIDE	360 8.7%	15 4.6%	177 9.4%	168 8.6%	177 9.4%	243 9.6%
WOMAN'S DAY	359 8.6%	21 6.6%	71 3.8%	266 13.6%	206 11.0%	217 8.6%

MONTHLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
AVENUES	41 1.0%	1 0.4%	23 1.2%	17 0.8%	18 1.0%	32 1.3%
DEALS ON WHEELS/FARM TRADER	122 2.9%	9 2.9%	87 4.6%	25 1.3%	50 2.7%	90 3.6%
KIA ORA	265 6.4%	24 7.6%	143 7.6%	97 5.0%	131 7.0%	183 7.2%
KIWI GARDENER	114 2.7%	3 1.1%	49 2.6%	61 3.1%	63 3.3%	79 3.1%

MONTHLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
MINDFOOD	167 4.0%	11 3.6%	40 2.1%	116 5.9%	104 5.5%	104 4.1%
MOTORHOMES, CARAVANS & DESTINATIONS	88 2.1%	3 0.8%	52 2.8%	33 1.7%	43 2.3%	62 2.5%
NEW ZEALAND GARDENER	260 6.3%	6 1.9%	104 5.5%	151 7.7%	150 8.0%	182 7.2%
NEW ZEALAND LIFESTYLE BLOCK	73 1.8%	2 0.7%	32 1.7%	39 2.0%	37 2.0%	53 2.1%
NORTH & SOUTH	156 3.8%	3 1.0%	86 4.6%	67 3.4%	79 4.2%	111 4.4%
NZ HORSE & PONY	41 1.0%	4 1.3%	14 0.8%	23 1.2%	21 1.1%	22 0.9%
NZ HOUSE & GARDEN	406 9.8%	15 4.7%	154 8.2%	237 12.1%	214 11.4%	269 10.6%
READER'S DIGEST	272 6.6%	13 4.0%	125 6.6%	135 6.9%	148 7.9%	192 7.6%
RUGBY NEWS	93 2.2%	13 4.2%	67 3.6%	13 0.7%	43 2.3%	65 2.5%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	455 11.0%	26 8.3%	93 4.9%	336 17.2%	268 14.3%	267 10.5%
WOMAN	76 1.8%	4 1.2%	17 0.9%	55 2.8%	51 2.7%	46 1.8%
YOUR HOME AND GARDEN	101 2.4%	1 0.4%	26 1.4%	74 3.8%	63 3.4%	61 2.4%

BI-MONTHLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
ABODE	20 0.5%	1 0.3%	12 0.6%	7 0.4%	12 0.6%	16 0.6%

BI-MONTHLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
CUISINE	239 5.7%	11 3.5%	94 5.0%	134 6.8%	142 7.6%	156 6.1%
DISH	163 3.9%	5 1.6%	43 2.3%	115 5.9%	99 5.3%	95 3.7%
GOOD	35 0.8%	2 0.6%	10 0.6%	22 1.1%	21 1.1%	20 0.8%
HOME NZ	93 2.2%	4 1.2%	50 2.7%	39 2.0%	44 2.3%	65 2.6%
HOMESTYLE	80 1.9%	7 2.2%	24 1.3%	49 2.5%	49 2.6%	47 1.8%
NEW ZEALAND GEOGRAPHIC	407 9.8%	44 14.0%	206 10.9%	157 8.0%	183 9.8%	265 10.5%
NZ LIFE & LEISURE	87 2.1%	3 1.0%	20 1.1%	64 3.3%	54 2.9%	55 2.2%

QUARTERLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
AA DIRECTIONS	931 22.4%	40 12.6%	490 26.0%	401 20.5%	455 24.3%	648 25.6%
FAMILY TIMES	62 1.5%	6 1.8%	25 1.3%	31 1.6%	39 2.1%	38 1.5%
FASHION QUARTERLY	133 3.2%	16 5.1%	33 1.7%	84 4.3%	71 3.8%	73 2.9%
HUNTING & FISHING NEW ZEALAND	478 11.5%	51 16.1%	291 15.4%	136 7.0%	197 10.5%	326 12.8%
OHBABY!	86 2.1%	2 0.5%	16 0.8%	68 3.5%	64 3.4%	46 1.8%
THE WORD FOR TODAY	202 4.9%	3 0.8%	76 4.1%	123 6.3%	100 5.3%	126 5.0%

QUARTERLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
VIVA MAGAZINE	138 3.3%	6 2.0%	55 2.9%	76 3.9%	82 4.4%	90 3.6%
WORD FOR YOU TODAY	24 0.6%	1 0.2%	12 0.7%	11 0.6%	12 0.6%	16 0.6%

SIX-MONTHLY MAGAZINES

	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper 15+	Main Income Earner
HABITAT	230 5.5%	6 1.9%	101 5.4%	123 6.3%	132 7.0%	154 6.1%

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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