



# Nielsen National Readership Report

Magazine Toplines

Q3 2023 - Q2 2024

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q3 2023 - Q2 2024

## 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, September 05 2024

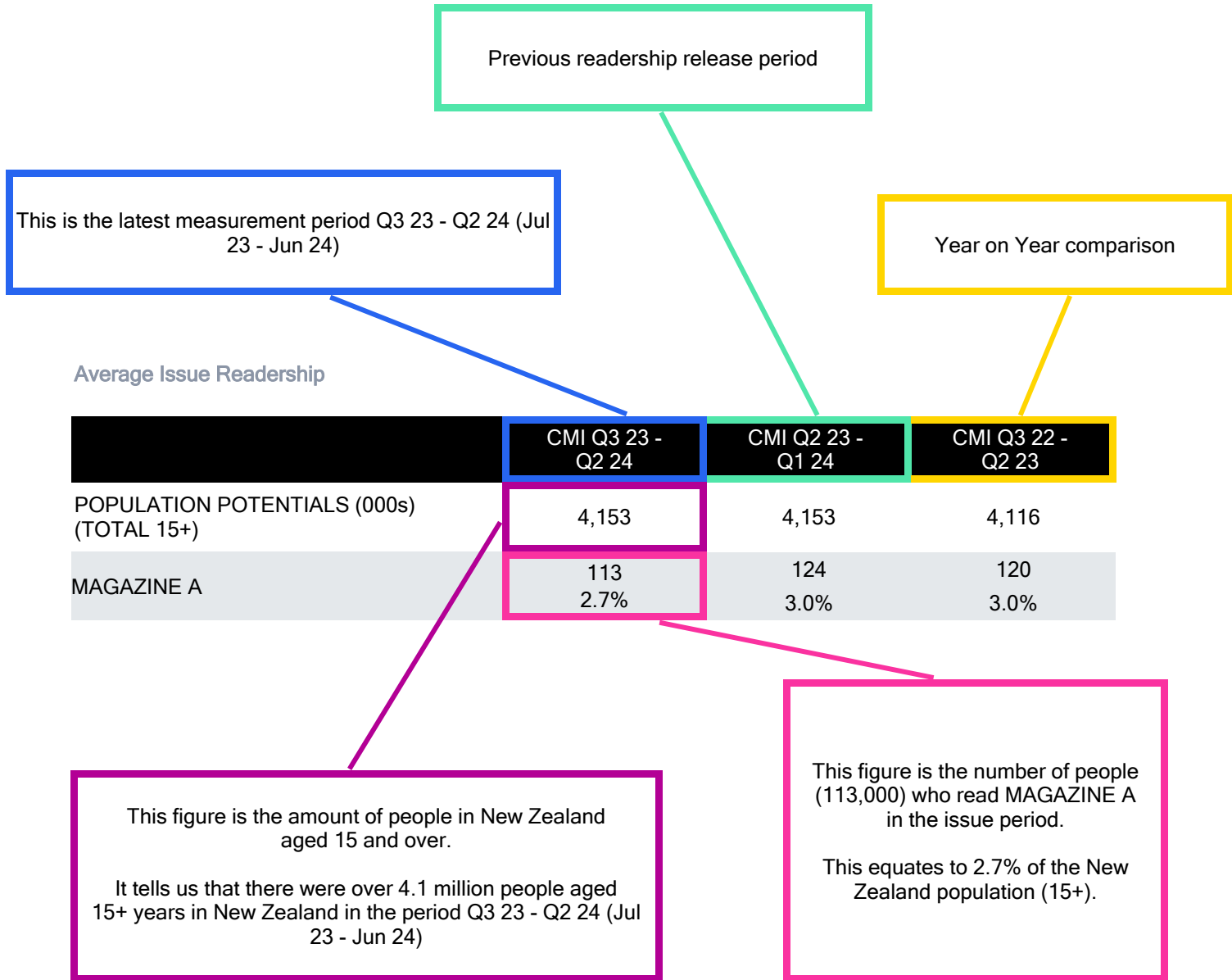
## DELETIONS

Hunting & Fishing New Zealand  
New Zealand Lifestyle Block  
NZ Rugby World  
NZ Life & Leisure

## 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

## Q3 23 - Q2 24

# MAGAZINE TOPLINES

## AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
POPULATION POTENTIALS (000s)	4,253	4,253	4,158
TOTAL SAMPLE 15+	10,008	10,005	10,002

## WEEKLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
NEW ZEALAND LISTENER	199 4.7%	189 4.4%	216 5.2%
NEW ZEALAND WOMAN'S WEEKLY	413 9.7%	438 10.3%	457 11.0%
THE TV GUIDE	304 7.1%	335 7.9%	354 8.5%
WOMAN'S DAY	342 8.0%	374 8.8%	371 8.9%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
DEALS ON WHEELS/FARM TRADER	141 3.3%	143 3.4%	115 2.8%
KIA ORA	433 10.2%	421 9.9%	399 9.6%
KIWI GARDENER	112 2.6%	107 2.5%	101 2.4%
MINDFOOD	213 5.0%	205 4.8%	193 4.6%
MOTORHOMES, CARAVANS & DESTINATIONS	80 1.9%	84 2.0%	72 1.7%
NEW ZEALAND GARDENER	248 5.8%	245 5.8%	256 6.1%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
NEW ZEALAND TRUCKING	78 1.8%	80 1.9%	72 1.7%
NORTH & SOUTH	123 2.9%	124 2.9%	140 3.4%
NZ HOUSE & GARDEN	374 8.8%	374 8.8%	379 9.1%
READER'S DIGEST	233 5.5%	255 6.0%	241 5.8%
RUGBY NEWS	134 3.1%	127 3.0%	111 2.7%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	355 8.3%	395 9.3%	455 11.0%
YOUR HOME AND GARDEN	102 2.4%	100 2.4%	110 2.6%

## BI-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
CUISINE	262 6.2%	253 6.0%	243 5.8%
DISH	231 5.4%	230 5.4%	218 5.2%
GOOD	54 1.3%	45 1.1%	32 0.8%
HOME NZ	93 2.2%	93 2.2%	100 2.4%
HOMESTYLE	127 3.0%	137 3.2%	127 3.1%
NEW ZEALAND GEOGRAPHIC	388 9.1%	378 8.9%	379 9.1%
THE MOTOR CARAVANNER	131 3.1%	136 3.2%	137 3.3%

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
AA DIRECTIONS	769 18.1%	785 18.5%	791 19.0%
OHBABY!	116 2.7%	117 2.8%	106 2.5%
THE WORD FOR TODAY	188 4.4%	194 4.6%	189 4.5%
WORD FOR YOU TODAY	43 1.0%	41 1.0%	31 0.8%

## SIX-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q3 23 - Q2 24	CMI Q2 23 - Q1 24	CMI Q3 22 - Q2 23
HABITAT	285 6.7%	290 6.8%	300 7.2%