



Nielsen National Readership Report

Magazine Toplines

Q1 2024 - Q4 2024

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2024 - Q4 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, March 6 2025

RENAMES

Deals on Wheels/Farm Trader is now Deals on Wheels

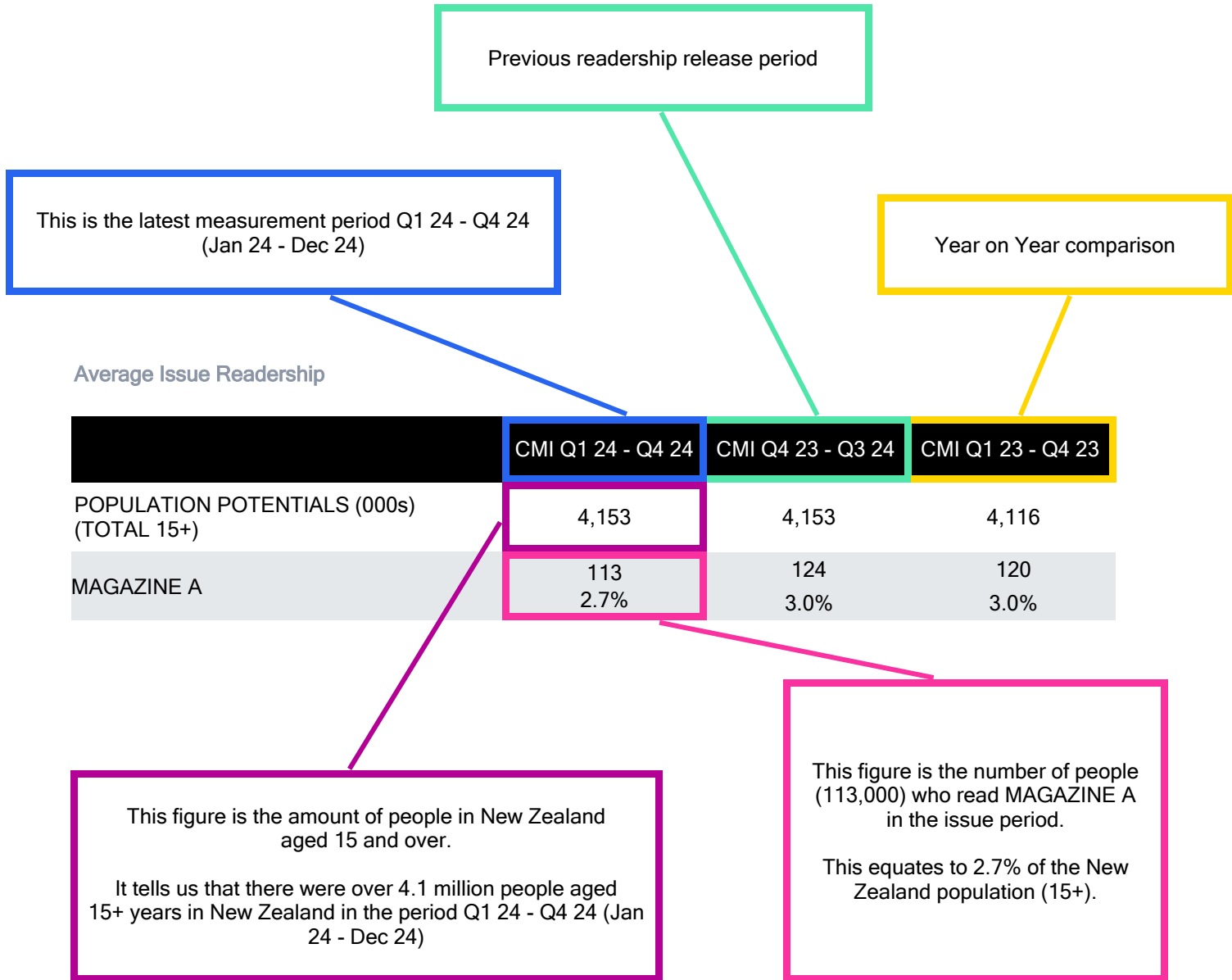
DELETIONS

Motorhomes, Caravans & Destinations
Farm Trader

FURTHER INFORMATION

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Customer Experience team 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

Q1 24 - Q4 24

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
POPULATION POTENTIALS (000s)	4,253	4,253	4,158
TOTAL SAMPLE 15+	10,003	10,007	10,003

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
NEW ZEALAND LISTENER	207 4.9%	207 4.9%	202 4.9%
NEW ZEALAND WOMAN'S WEEKLY	408 9.6%	400 9.4%	458 11.0%
THE TV GUIDE	273 6.4%	287 6.8%	353 8.5%
WOMAN'S DAY	317 7.5%	339 8.0%	380 9.1%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
DEALS ON WHEELS	64 1.5%		
KIA ORA	453 10.6%	451 10.6%	420 10.1%
KIWI GARDENER	118 2.8%	120 2.8%	104 2.5%
MINDFOOD	222 5.2%	228 5.4%	207 5.0%
NEW ZEALAND GARDENER	246 5.8%	254 6.0%	245 5.9%
NEW ZEALAND TRUCKING	80 1.9%	81 1.9%	81 2.0%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
NORTH & SOUTH	143 3.4%	139 3.3%	123 3.0%
NZ HOUSE & GARDEN	398 9.4%	401 9.4%	372 8.9%
READER'S DIGEST	212 5.0%	240 5.6%	256 6.2%
RUGBY NEWS	125 2.9%	131 3.1%	128 3.1%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	324 7.6%	299 7.0%	427 10.3%
YOUR HOME AND GARDEN	109 2.6%	111 2.6%	97 2.3%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
CUISINE	276 6.5%	276 6.5%	241 5.8%
DISH	255 6.0%	257 6.0%	226 5.4%
GOOD	64 1.5%	62 1.4%	43 1.0%
HOME NZ	106 2.5%	105 2.5%	91 2.2%
HOMESTYLE	142 3.3%	137 3.2%	138 3.3%
NEW ZEALAND GEOGRAPHIC	395 9.3%	387 9.1%	365 8.8%
THE MOTOR CARAVANNER	133 3.1%	132 3.1%	123 3.0%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
AA DIRECTIONS	772 18.2%	768 18.1%	795 19.1%
OHBABY!	112 2.6%	123 2.9%	120 2.9%
THE WORD FOR TODAY	176 4.1%	181 4.2%	196 4.7%
WORD FOR YOU TODAY	41 1.0%	40 0.9%	43 1.0%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 24 - Q4 24	CMI Q4 23 - Q3 24	CMI Q1 23 - Q4 23
HABITAT	268 6.3%	292 6.9%	291 7.0%