



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL READERSHIP

SURVEY Q2 2013 – Q1 2014

MAGAZINES COMPARATIVES



MAGAZINE TOPLINES

WEEKLY PUBLICATIONS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
POPULATION POTENTIALS (TOTAL 10+):	3,864	3,829	3,829
LUCKY BREAK	135 3.5%	135 3.5%	156 4.1%
NEW IDEA	384 9.9%	378 9.9%	411 10.7%
NW MAGAZINE	77 2.0%	89 2.3%	96 2.5%
NZ LISTENER	234 6.1%	236 6.2%	251 6.6%
NZ WOMAN'S WEEKLY	731 18.9%	745 19.5%	805 21.0%
THAT'S LIFE	230 6.0%	241 6.3%	255 6.7%
THE TV GUIDE	482 12.5%	503 13.1%	517 13.5%
TIME	173 4.5%	180 4.7%	191 5.0%
WOMAN'S DAY	746 19.3%	767 20.0%	807 21.1%

FORTNIGHTLY PUBLICATIONS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
WEEKEND GARDENER	138 3.6%	139 3.6%	146 3.8%

MONTHLY PUBLICATIONS:

	CMI	CMI	CMI
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13
AUSTRALIAN WOMEN'S WEEKLY	619 16.0%	640 16.7%	740 19.3%
AVENUES	88 2.3%	93 2.4%	105 2.7%
BOATING NZ	164 4.2%	167 4.4%	137 3.6%
CLEO	100 2.6%	101 2.6%	142 3.7%
COSMOPOLITAN	157 4.1%	157 4.1%	197 5.1%
CREME	142 3.7%	149 3.9%	180 4.7%
DEALS ON WHEELS	56 1.5%	64 1.7%	71 1.8%
FARM TRADER	102 2.6%	103 2.7%	93 2.4%
FISHHEAD	32 0.8%	30 0.8%	26 0.7%
GIRLFRIEND	143 3.7%	153 4.0%	181 4.7%
GOOD HEALTH CHOICES	172 4.4%	185 4.8%	165 4.3%
HEALTHY FOOD GUIDE	411 10.6%	403 10.5%	399 10.4%
KIAORA	333 8.6%	320 8.4%	327 8.5%
M2	65 1.7%	72 1.9%	78 2.0%
METRO	147 3.8%	140 3.7%	160 4.2%
MINDFOOD	225 5.8%	222 5.8%	195 5.1%
MOTORCYCLE TRADER	77 2.0%	81 2.1%	91 2.4%
MOTORHOMES, CARAVANS & DESTINATIONS	62 1.6%	59 1.5%	70 1.8%
NEXT	261 6.7%	270 7.0%	275 7.2%
NORTH & SOUTH	255 6.6%	264 6.9%	274 7.1%
NZ AUTOCAR	191 4.9%	189 4.9%	203 5.3%

MONTHLY PUBLICATIONS:

	CMI		CMI	
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13	
NZ CLASSIC CAR	170 4.4%	172 4.5%		
NZ FISHING NEWS	274 7.1%	286 7.5%	288 7.5%	
NZ GARDENER	329 8.5%	332 8.7%	324 8.5%	
NZ HORSE & PONY	69 1.8%	66 1.7%		
NZ HOUSE & GARDEN	523 13.5%	554 14.5%	571 14.9%	
NZ LIFESTYLE BLOCK	72 1.9%	63 1.7%	84 2.2%	
NZ PERFORMANCE CAR	255 6.6%	270 7.1%	304 7.9%	
NZ TRUCKING	93 2.4%	94 2.5%	106 2.8%	
NZV8	146 3.8%	148 3.9%		
READER'S DIGEST	298 7.7%	307 8.0%	359 9.4%	
RECIPES+	91 2.4%	94 2.5%	122 3.2%	
SKY SPORT THE MAGAZINE	300 7.8%	297 7.8%	310 8.1%	
SKYWATCH	827 21.4%	858 22.4%	966 25.2%	
TASTE	192 5.0%	189 4.9%	193 5.1%	
THE RED BULLETIN	168 4.3%	184 4.8%		
TRADE-A-BOAT	50 1.3%	59 1.5%	56 1.5%	
WILD TOMATO	35 0.9%	32 0.8%	29 0.8%	
YOUR HOME & GARDEN	280 7.2%	284 7.4%	336 8.8%	

BI-MONTHLY PUBLICATIONS:

	CMI		CMI	
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13	
CUISINE	402 10.4%	415 10.8%	422 11.0%	
DISH	162 4.2%	164 4.3%	158 4.1%	
FISH & GAME NZ	283 7.3%	282 7.4%	296 7.7%	
FOOD	265 6.9%	270 7.1%	309 8.1%	
GOOD	59 1.5%	64 1.7%	53 1.4%	
HOME NEW ZEALAND	97 2.5%	97 2.5%	78 2.0%	
HOMESTYLE	105 2.7%	103 2.7%	109 2.8%	
LITTLE TREASURES	194 5.0%	202 5.3%	231 6.0%	
NZ FISHING WORLD	147 3.8%	159 4.1%	151 4.0%	
NZ GEOGRAPHIC	312 8.1%	330 8.6%	332 8.7%	
NZ LIFE & LEISURE	130 3.4%	137 3.6%	153 4.0%	
NZ RUGBY WORLD	200 5.2%	187 4.9%	192 5.0%	
URBIS	66 1.7%	66 1.7%	71 1.8%	

QUARTERLY PUBLICATIONS:

	CMI		CMI	
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13	
AA DIRECTIONS	827 21.4%	842 22.0%	870 22.7%	
BRIDE & GROOM	102 2.6%	105 2.7%	94 2.5%	
FAMILY CARE	43 1.1%	42 1.1%	72 1.9%	
HOUSES	62 1.6%	61 1.6%		
HUNTING & FISHING NEW ZEALAND	561 14.5%	564 14.7%	537 14.0%	
NEW ZEALAND WEDDINGS	86 2.2%	84 2.2%	89 2.3%	
NZ FASHION QUARTERLY	214 5.5%	228 5.9%	247 6.5%	
OHBABY!	81 2.1%	85 2.2%	68 1.8%	
PARENTING MAGAZINE	103 2.7%	120 3.1%	128 3.3%	
THE WORD FOR TODAY	171 4.4%	162 4.2%	167 4.4%	
WORD FOR YOU TODAY	56 1.5%	54 1.4%	54 1.4%	

SIX-MONTHLY PUBLICATIONS:

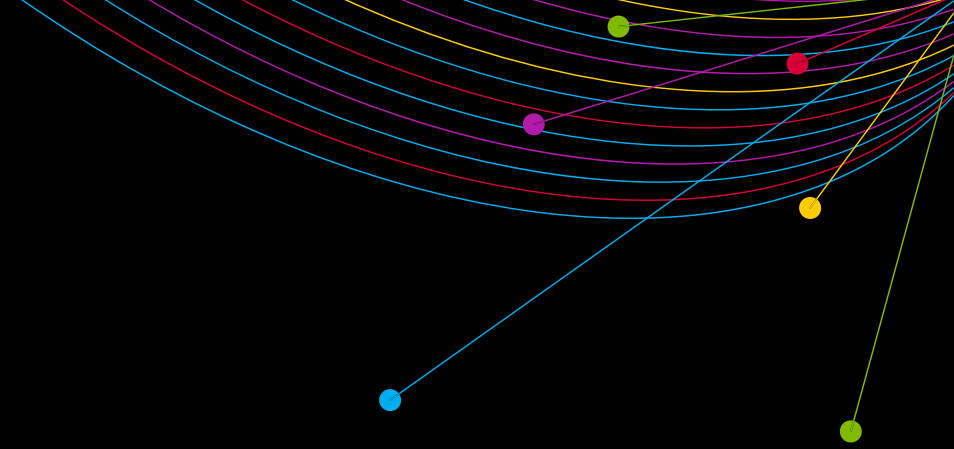
	CMI		CMI	
	Q2 13 – Q1 14	Q1 13 – Q4 13	Q2 12 – Q1 13	
HABITAT	173 4.5%	173 4.5%	175 4.6%	
SIMPLY YOU	94 2.4%	107 2.8%	104 2.7%	
SIMPLY YOU LIVING	73 1.9%	87 2.3%	80 2.1%	

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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