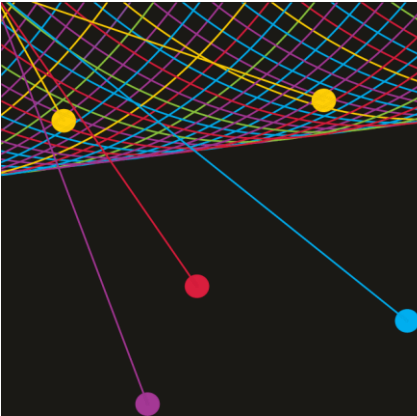




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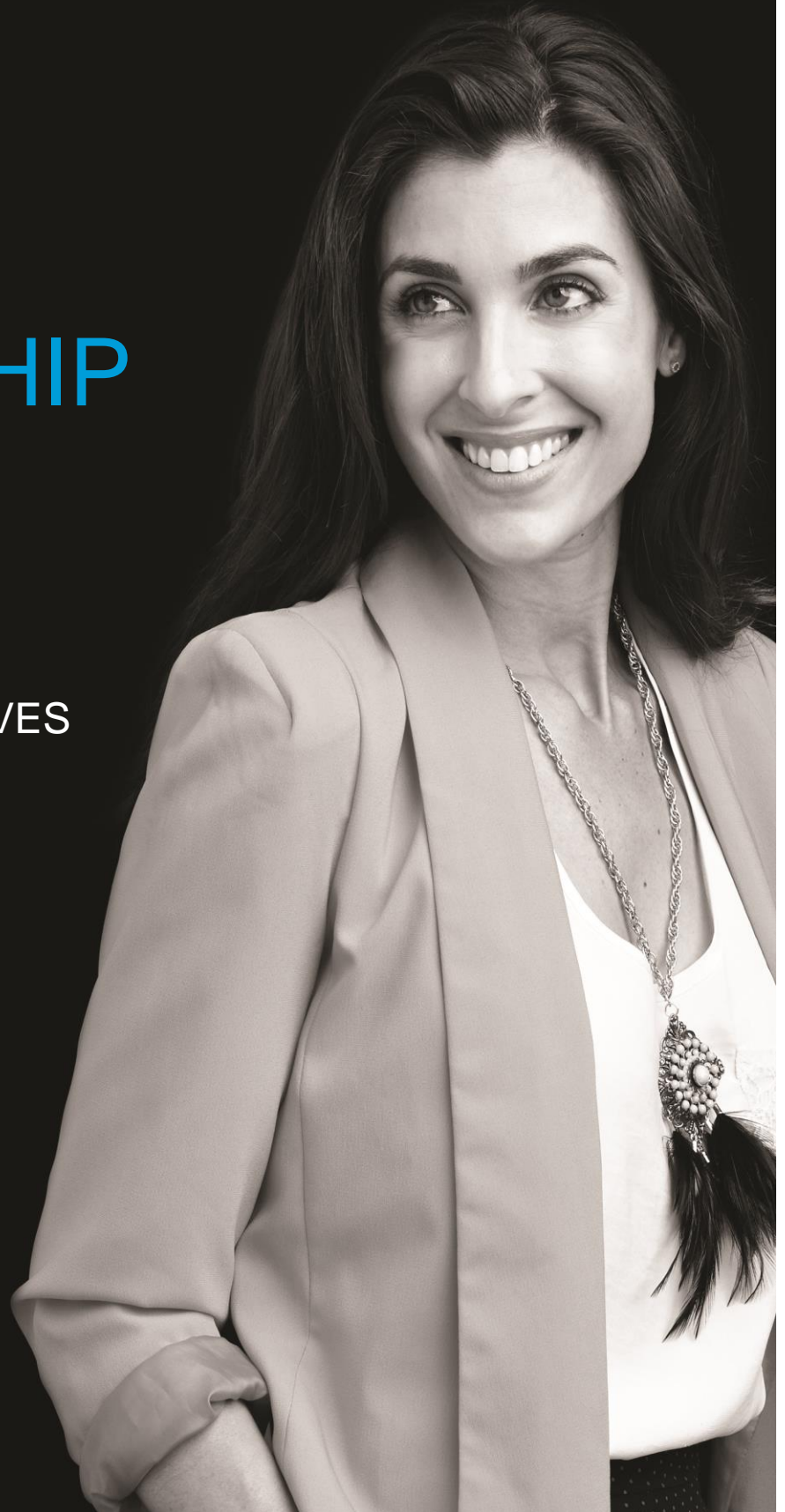
AN UNCOMMON SENSE
OF THE CONSUMER™



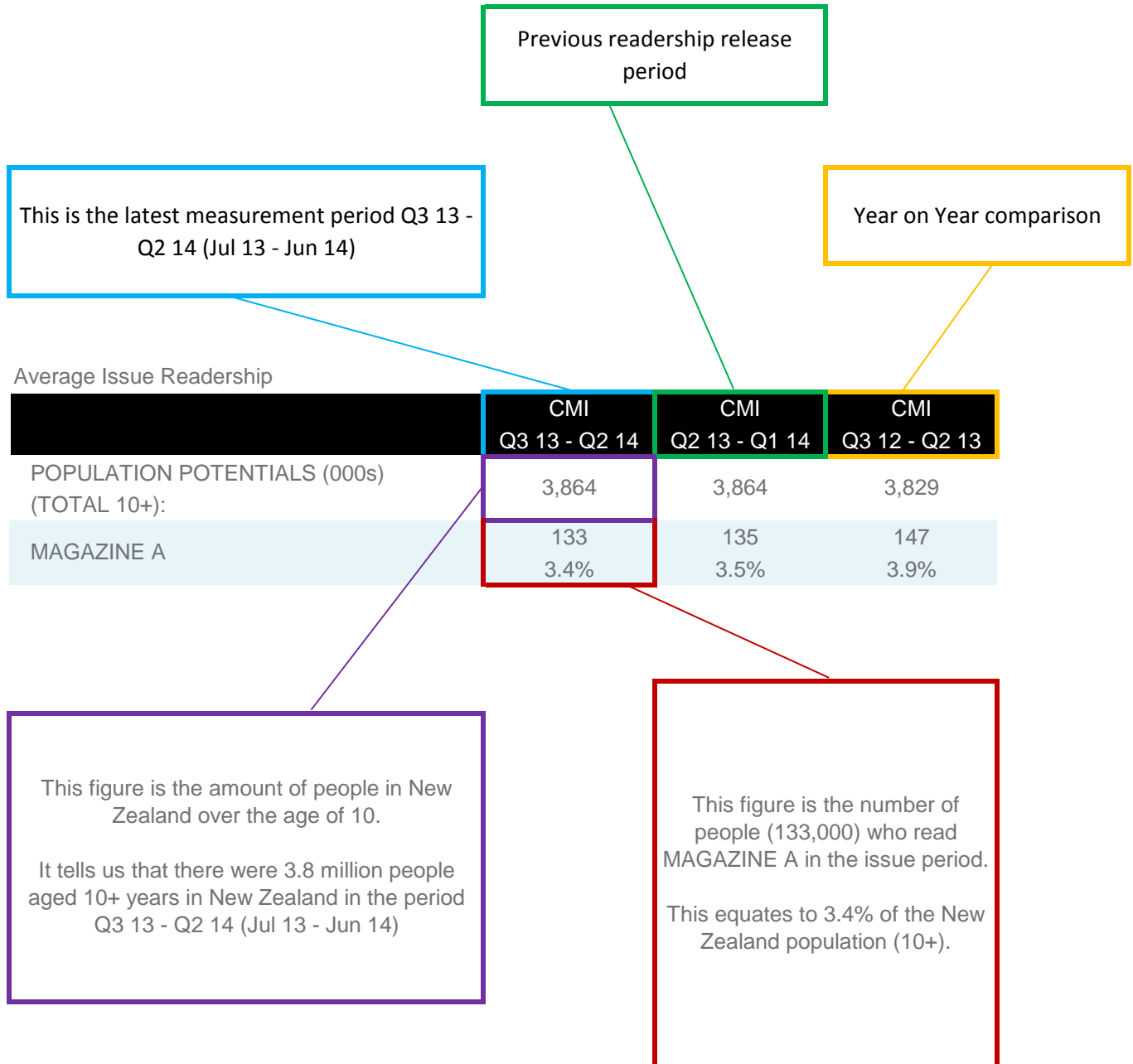
NIELSEN NATIONAL READERSHIP SURVEY

Q3 2013 – Q2 2014

MAGAZINE COMPARITIVES



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.

MAGAZINE TOPLINES

WEEKLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,864	3,864	3,829
LUCKY BREAK	133 3.4%	135 3.5%	147 3.9%
NEW IDEA	380 9.8%	384 9.9%	387 10.1%
NW MAGAZINE	79 2.0%	77 2.0%	88 2.3%
NZ LISTENER	218 5.6%	234 6.1%	255 6.7%
NZ WOMAN'S WEEKLY	708 18.3%	731 18.9%	773 20.2%
THAT'S LIFE	223 5.8%	230 6.0%	253 6.6%
THE TV GUIDE	459 11.9%	482 12.5%	509 13.3%
WOMAN'S DAY	696 18.0%	746 19.3%	786 20.5%

FORTNIGHTLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
WEEKEND GARDENER	131 3.4%	138 3.6%	152 4.0%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
AUSTRALIAN WOMEN'S WEEKLY	590 15.3%	619 16.0%	693 18.1%
AVENUES	85 2.2%	88 2.3%	91 2.4%
BOATING NZ	145 3.8%	164 4.2%	160 4.2%
CLEO	102 2.7%	100 2.6%	121 3.2%
COSMOPOLITAN	165 4.3%	157 4.1%	178 4.6%
CREME	131 3.4%	142 3.7%	169 4.4%
DEALS ON WHEELS	55 1.4%	56 1.5%	69 1.8%
FARM TRADER	101 2.6%	102 2.6%	82 2.1%
FISHHEAD	31 0.8%	32 0.8%	
GIRLFRIEND	135 3.5%	143 3.7%	173 4.5%
GOOD HEALTH CHOICES	176 4.6%	172 4.4%	170 4.4%
HEALTHY FOOD GUIDE	391 10.1%	411 10.6%	396 10.3%
KIAORA	320 8.3%	333 8.6%	324 8.5%
M2	71 1.8%	65 1.7%	81 2.1%
METRO	147 3.8%	147 3.8%	158 4.1%
MINDFOOD	228 5.9%	225 5.8%	193 5.0%
MOTORCYCLE TRADER	79 2.0%	77 2.0%	88 2.3%
MOTORHOMES, CARAVANS & DESTINATIONS	62 1.6%	62 1.6%	68 1.8%
NEXT	248 6.4%	261 6.7%	276 7.2%
NORTH & SOUTH	249 6.4%	255 6.6%	272 7.1%
NZ AUTOCAR	186 4.8%	191 4.9%	197 5.2%
NZ CLASSIC CAR	166 4.3%	170 4.4%	

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
NZ FISHING NEWS	253 6.6%	274 7.1%	289 7.5%
NZ GARDENER	312 8.1%	329 8.5%	340 8.9%
NZ HORSE & PONY	55 1.4%	69 1.8%	
NZ HOUSE & GARDEN	496 12.8%	523 13.5%	575 15.0%
NZ LIFESTYLE BLOCK	73 1.9%	72 1.9%	69 1.8%
NZ PERFORMANCE CAR	249 6.4%	255 6.6%	300 7.8%
NZ TRUCKING	85 2.2%	93 2.4%	98 2.6%
NZV8	141 3.7%	146 3.8%	
READER'S DIGEST	299 7.7%	298 7.7%	346 9.0%
RECIPES+	95 2.5%	91 2.4%	107 2.8%
SKY SPORT THE MAGAZINE	273 7.1%	300 7.8%	294 7.7%
SKYWATCH	759 19.6%	827 21.4%	928 24.2%
TASTE	190 4.9%	192 5.0%	183 4.8%
THE RED BULLETIN	149 3.9%	168 4.3%	
TRADE-A-BOAT	47 1.2%	50 1.3%	59 1.6%
WILD TOMATO	34 0.9%	35 0.9%	33 0.9%
YOUR HOME & GARDEN	277 7.2%	280 7.2%	322 8.4%

BI-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
CUISINE	380 9.8%	402 10.4%	420 11.0%
DISH	153 4.0%	162 4.2%	151 3.9%
FISH & GAME NZ	277 7.2%	283 7.3%	290 7.6%
FOOD	232 6.0%	265 6.9%	293 7.6%
GOOD	59 1.5%	59 1.5%	56 1.5%
HOME NEW ZEALAND	98 2.5%	97 2.5%	91 2.4%
HOMESTYLE	100 2.6%	105 2.7%	106 2.8%
LITTLE TREASURES	187 4.8%	194 5.0%	226 5.9%
NZ FISHING WORLD	133 3.4%	147 3.8%	153 4.0%
NZ GEOGRAPHIC	319 8.2%	312 8.1%	320 8.4%
NZ LIFE & LEISURE	117 3.0%	130 3.4%	146 3.8%
NZ RUGBY WORLD	197 5.1%	200 5.2%	192 5%
URBIS	66 1.7%	66 1.7%	68 1.8%

QUARTERLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
AA DIRECTIONS	787 20.4%	827 21.4%	850 22.2%
BRIDE & GROOM	92 2.4%	102 2.6%	94 2.5%
FAMILY CARE	50 1.3%	43 1.1%	65 1.7%
HOUSES	61 1.6%	62 1.6%	
HUNTING & FISHING NEW ZEALAND	552 14.3%	561 14.5%	534 13.9%
NEW ZEALAND WEDDINGS	87 2.2%	86 2.2%	81 2.1%
NZ FASHION QUARTERLY	192 5.0%	214 5.5%	244 6.4%
OHBABY!	83 2.1%	81 2.1%	72 1.9%
PARENTING MAGAZINE	99 2.6%	103 2.7%	125 3.3%
THE WORD FOR TODAY	168 4.3%	171 4.4%	183 4.8%
WORD FOR YOU TODAY	55 1.4%	56 1.5%	59 1.5%

SIX-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
HABITAT	178 4.6%	173 4.5%	169 4.4%
SIMPLY YOU	82 2.1%	94 2.4%	108 2.8%
SIMPLY YOU LIVING	69 1.8%	73 1.9%	82 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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