

AN UNCOMMON SENSE

OF THE CONSUMER™

NIELSEN NATIONAL READERSHIP

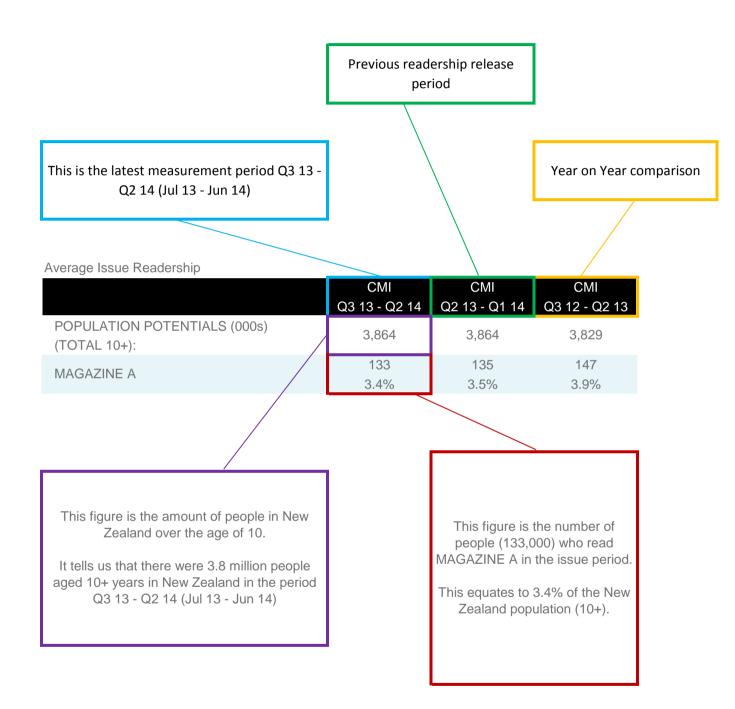
SURVEY

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 defintions please contact Nielsen.



MAGAZINE TOPLINES

WEEKLY PUBLICATIONS:

Average Issue Readership

Average issue Reduciship			
	CMI	CMI	CMI
	Q3 13 - Q2 14	Q2 13 - Q1 14	Q3 12 - Q2 13
POPULATION POTENTIALS (000s)	3,864	3,864	3,829
(TOTAL 10+):			
LUCKY BREAK	133	135	147
EGGITT BITE/III	3.4%	3.5%	3.9%
NEW IDEA	380	384	387
NEW IDEA	9.8%	9.9%	10.1%
NIIA/ NAA O A 71NIE	79	77	88
NW MAGAZINE	2.0%	2.0%	2.3%
NZLICTENED	218	234	255
NZ LISTENER	5.6%	6.1%	6.7%
NZ WOMAN'S WEEKLY	708	731	773
NZ WOWAN 3 WEERLT	18.3%	18.9%	20.2%
THAT'S LIFE	223	230	253
	5.8%	6.0%	6.6%
THE TV GUIDE	459	482	509
	11.9%	12.5%	13.3%
WOMAN'S DAY	696	746	786
WOWAN S DAT	18.0%	19.3%	20.5%

FORTNIGHTLY PUBLICATIONS:

	CMI	CMI	CMI
	Q3 13 - Q2 14	Q2 13 - Q1 14	Q3 12 - Q2 13
WEEKEND GARDENER	131	138	152
	3.4%	3.6%	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	619	693
	15.3%	16.0%	18.1%
AVENUES	85	88	91
	2.2%	2.3%	2.4%
BOATING NZ	145 3.8%	164 4.2%	160 4.2%
	102	100	121
CLEO	2.7%	2.6%	3.2%
	165	157	178
COSMOPOLITAN	4.3%	4.1%	4.6%
ODEME	131	142	169
CREME	3.4%	3.7%	4.4%
DEALS ON WHEELS	55	56	69
DEALS ON WHEELS	1.4%	1.5%	1.8%
FARM TRADER	101	102	82
FARIVI TRADER	2.6%	2.6%	2.1%
FISHHEAD	31	32	
TIOTILLAD	0.8%	0.8%	
GIRLFRIEND	135	143	173
· · · · · · · · · · · · · · · · · · ·	3.5%	3.7%	4.5%
GOOD HEALTH CHOICES	176	172	170
	4.6%	4.4%	4.4%
HEALTHY FOOD GUIDE	391	411	396
	10.1%	10.6%	10.3%
KIAORA	320	333	324 8.5%
	8.3% 71	8.6% 65	81
M2	1.8%	1.7%	2.1%
	147	147	158
METRO	3.8%	3.8%	4.1%
	228	225	193
MINDFOOD	5.9%	5.8%	5.0%
MOTORCYCLE TRADER	79	77	88
MOTORCYCLE TRADER	2.0%	2.0%	2.3%
MOTORHOMES, CARAVANS &	62	62	68
DESTINATIONS	1.6%	1.6%	1.8%
NEXT	248	261	276
TEXT	6.4%	6.7%	7.2%
NORTH & SOUTH	249	255	272
	6.4%	6.6%	7.1%
NZ AUTOCAR	186	191	197
	4.8%	4.9%	5.2%
NZ CLASSIC CAR	166	170	
	4.3%	4.4%	



MONTHLY PUBLICATIONS:

NZ FISHING NEWS 253 274 289 6.6% 7.1% 7.5% NZ GARDENER 312 329 340 NZ HORSE & PONY 55 69 NZ HOUSE & GARDEN 496 523 575 NZ HOUSE & GARDEN 73 72 69 NZ LIFESTYLE BLOCK 73 72 69 NZ PERFORMANCE CAR 249 255 300 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 NZV8 141 146 146 3.7% 3.8% 3.8% READER'S DIGEST 299 298 346 RECIPES+ 95 91 107 RECIPES+ 95 91 107 SKY SPORT THE MAGAZINE 7.1% 7.8% 7.7% SKYWATCH 759 827 928 TASTE 190 192 183 TASTE 4.9% 5.0% 4.8% T	Average issue iteadership	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
NZ GARDENER 8.1% 8.5% 8.9% NZ HORSE & PONY 1.4% 1.8% NZ HOUSE & GARDEN 12.8% 13.5% 15.0% NZ LIFESTYLE BLOCK 1.9% 1.9% 1.9% 1.8% NZ PERFORMANCE CAR 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 2.2% 2.4% 2.6% NZV8 141 146 3.7% 3.8% READER'S DIGEST 7.7% 7.7% 9.0% RECIPES+ 95 91 107 2.5% 2.4% 2.8% SKY SPORT THE MAGAZINE 7.1% 7.8% 7.7% 7.7% 7.7% 7.7% 7.7% 7.7% 7.7	NZ FISHING NEWS	253	274	289
NZ HORSE & PONY 8.1% 8.5% 8.9% NZ HOUSE & GARDEN 496 523 575 NZ LIFESTYLE BLOCK 73 72 69 NZ LIFESTYLE BLOCK 1.9% 1.9% 1.8% NZ PERFORMANCE CAR 249 255 300 NZ TRUCKING 85 93 98 NZV8 141 146 146 NZV8 141 146 146 READER'S DIGEST 299 298 346 RECIPES+ 95 91 107 RECIPES+ 25% 2.4% 2.8% SKY SPORT THE MAGAZINE 7.1% 7.8% 7.7% SKYWATCH 759 827 928 TASTE 190 192 183 THE RED BULLETIN 149 168 THE RED BULLETIN 149 168 TRADE-A-BOAT 1.2% 1.3% 1.6% WILD TOMATO 0.9% 0.9% 0.9% YOUR HOME & GARDEN 277 280 322	NZ FIOLINO NEWS		7.1%	
NZ HORSE & PONY 55 69 NZ HOUSE & GARDEN 496 523 575 NZ LIFESTYLE BLOCK 73 72 69 NZ PERFORMANCE CAR 1.9% 1.9% 1.8% NZ PERFORMANCE CAR 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 NZV8 141 146 146 NZV8 141 146 146 NZV8 141 146 146 SKY SDIGEST 299 298 346 RECIPES+ 95 91 107 SKY SPORT THE MAGAZINE 273 300 294 SKYWATCH 759 827 928 SKYWATCH 19.6% 21.4% 24.2% TASTE 190 192 183 THE RED BULLETIN 149 168 3.9% 4.3% 1.6% TRADE-A-BOAT 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 YOUR HOME & GARDEN 277 280 322	NZ GARDENER			
NZ HORSE & PONY NZ HOUSE & GARDEN 14.96 13.5% 15.0% NZ LIFESTYLE BLOCK 73 72 69 1.9% 1.9% 1.9% 1.9% 1.8% NZ PERFORMANCE CAR 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 NZ TRUCKING NZV8 141 146 3.7% 3.8% READER'S DIGEST 7.7% 7.7% 7.7% 9.0% RECIPES+ 95 91 107 RECIPES+ 2.5% 2.4% 2.8% SKY SPORT THE MAGAZINE 7.1% 7.8% 7.7% 7.7% SKYWATCH 19.6% 21.4% 24.2% 14.5% 14.6% 24.2% 14.8% TASTE 190 192 183 14.9% 168 3.9% 4.3% TRADE-A-BOAT 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 0.9% 4.9% VOUR HOME & GARDEN				8.9%
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NZ LIFESTYLE BLOCK	NZ HOUSE & GARDEN	496	523	575
NZ LIFESTYLE BLOCK 1.9% 1.9% 1.8% NZ PERFORMANCE CAR 249 255 300 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 NZV8 141 146 141 NZV8 3.7% 3.8% 346 READER'S DIGEST 299 298 346 RECIPES+ 95 91 107 RECIPES+ 2.5% 2.4% 2.8% SKY SPORT THE MAGAZINE 273 300 294 7.1% 7.8% 7.7% SKYWATCH 759 827 928 190 192 183 4.9% 5.0% 4.8% THE RED BULLETIN 149 168 3.9% 4.3% 1.6% TRADE-A-BOAT 47 50 59 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 0.9% 0.9% 0.9%	NZ NOOCE & OMNOEN	12.8%	13.5%	15.0%
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NZ PERFORMANCE CAR 6.4% 6.6% 7.8% NZ TRUCKING 85 93 98 NZV8 141 146 2.6% NZV8 141 146 3.7% 3.8% READER'S DIGEST 299 298 346 7.7% 7.7% 9.0% 9.0% RECIPES+ 95 91 107 2.5% 2.4% 2.8% SKY SPORT THE MAGAZINE 273 300 294 7.1% 7.8% 7.7% SKYWATCH 759 827 928 19.6% 21.4% 24.2% TASTE 190 192 183 THE RED BULLETIN 149 168 3.9% 4.3% 1.6% TRADE-A-BOAT 47 50 59 WILD TOMATO 34 35 33 VOUR HOME & GARDEN 277 280 322				
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NZ TRUCKING 2.2% 2.4% 2.6% NZV8 141 146 3.7% 3.8% READER'S DIGEST 299 298 346 7.7% 7.7% 9.0% 9.0% RECIPES+ 95 91 107 SKY SPORT THE MAGAZINE 273 300 294 7.1% 7.8% 7.7% SKYWATCH 759 827 928 19.6% 21.4% 24.2% TASTE 190 192 183 4.9% 5.0% 4.8% THE RED BULLETIN 149 168 3.9% 4.3% 1.6% TRADE-A-BOAT 47 50 59 WILD TOMATO 34 35 33 VOUR HOME & GARDEN 277 280 322				
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THE RED BULLETIN 3.9% 4.3% 47 50 59 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 0.9% 0.9% 0.9% 0.9% YOUR HOME & GARDEN 3.9% 4.3% 4.3% 277 280 322				4.0%
TRADE-A-BOAT 47 50 59 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 0.9% 0.9% 0.9% YOUR HOME & GARDEN 277 280 322	THE RED BULLETIN			
TRADE-A-BOAT 1.2% 1.3% 1.6% WILD TOMATO 34 35 33 0.9% 0.9% 0.9% YOUR HOME & GARDEN 277 280 322				50
WILD TOMATO 34 35 33 0.9% 0.9% 0.9% YOUR HOME & GARDEN 277 280 322	TRADE-A-BOAT			
WILD TOMATO 0.9% 0.9% YOUR HOME & GARDEN 277 280 322				
YOUR HOME & GARDEN 277 280 322	WILD TOMATO			
YOUR HOME & GARDEN				
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	YOUR HOME & GARDEN	7.2%	7.2%	8.4%



BI-MONTHLY PUBLICATIONS:

Average issue readership	CMI Q3 13 - Q2 14	CMI Q2 13 - Q1 14	CMI Q3 12 - Q2 13
OLUGINE	380	402	420
CUISINE	9.8%	10.4%	11.0%
DISH	153	162	151
וופוע	4.0%	4.2%	3.9%
FISH & GAME NZ	277	283	290
TIOTI & OAIVIE INZ	7.2%	7.3%	7.6%
FOOD	232	265	293
1000	6.0%	6.9%	7.6%
GOOD	59	59	56
0000	1.5%	1.5%	1.5%
HOME NEW ZEALAND	98	97	91
TOWE NEW ZENERIND	2.5%	2.5%	2.4%
HOMESTYLE	100	105	106
	2.6%	2.7%	2.8%
LITTLE TREASURES	187	194	226
	4.8%	5.0%	5.9%
NZ FISHING WORLD	133	147	153
	3.4%	3.8%	4.0%
NZ GEOGRAPHIC	319	312	320
0200101110	8.2%	8.1%	8.4%
NZ LIFE & LEISURE	117	130	146
00	3.0%	3.4%	3.8%
NZ RUGBY WORLD	197	200	192
	5.1%	5.2%	5%
URBIS	66	66	68
	1.7%	1.7%	1.8%



QUARTERLY PUBLICATIONS:

Average Issue Readership

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

SIX-MONTHLY PUBLICATIONS:

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

ABOUT NIELSEN

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