

AN UNCOMMON SENSE

OF THE CONSUMER<sup>TM</sup>

# CONSUMER AND MEDIA INSIGHTS SURVEY

Q1 2014 – Q4 2014

**MAGAZINE TOPLINES** 



#### AUDIT STATEMENT FOR THE NIELSEN MEDIA RESEARCH CONSUMER AND MEDIA INSIGHTS SURVEY FOR THE YEAR ENDED DECEMBER 2014

The following is an audit statement for the Nielsen Media Research Consumer and Media Insights survey covering the period January to December 2014.

D & D Consultants have made independent verification of the readership estimates. We have also checked that the sample is nationally representative of New Zealanders aged 10 or older.

In addition, fieldwork checks have been undertaken, including a verification of Nielsen Media Research's own supervisor audits, the correct selection of households and respondents within these homes and coding. On the basis of the sampling, fieldwork and analysis checks conducted we are able to state that no significant problems exist in the Readership Report.

Peter Danaher PhD D & D Consultants

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Tracey Dagger PhD

#### D & D Consultants

D & D Consultants is the official auditor of the Nielsen Consumer and Media Insights Survey.



## **ANNOTATIONS**

Release of Nielsen Consumer and Media Insights Survey Q1 2014 – Q4 2014

#### **EMBARGO**:

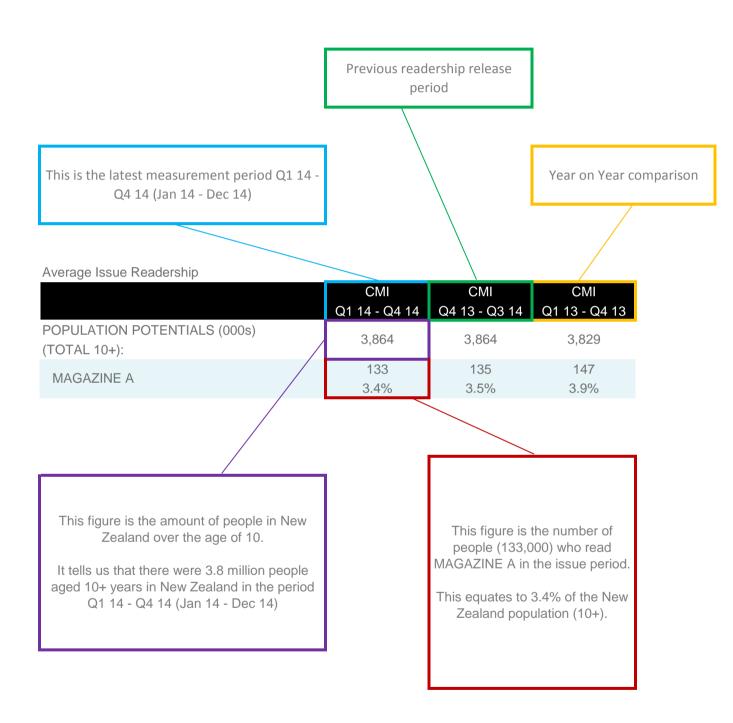
Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Friday 20 February 2015.

#### **FURTHER INFORMATION:**

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.



### 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.

# YEAR ON YEAR COMPARATIVES Q1 14 - Q4 14



# **MAGAZINE TOPLINES**

#### **WEEKLY PUBLICATIONS:**

Average Issue Readership

Average issue Readership	,		
	CMI	CMI	CMI
	Q1 14 - Q4 14	Q4 13 - Q3 14	Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,864	3,864	3,829
LUCKY BREAK	128	125	135
	3.3%	3.2%	3.5%
NEW IDEA	344	351	378
	8.9%	9.1%	9.9%
NW MAGAZINE	69	73	89
	1.8%	1.9%	2.3%
NZ LISTENER	201	212	236
	5.2%	5.5%	6.2%
NZ WOMAN'S WEEKLY	662	665	745
	17.1%	17.2%	19.5%
THAT'S LIFE	212	212	241
	5.5%	5.5%	6.3%
THE TV GUIDE	421	433	503
	10.9%	11.2%	13.1%
WOMAN'S DAY	632	648	767
	16.3%	16.8%	20.0%

#### FORTNIGHTLY PUBLICATIONS:

WEEKEND GARDENER 139 127		CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
3.6% 3.3%	WEEKEND GARDENER		121	139 3.6%



#### MONTHLY PUBLICATIONS:

Average Issue Readership			
	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
AUSTRALIAN WOMEN'S WEEKLY	578	557	640
	15.0%	14.4%	16.7%
AVENUES	97	93 2.4%	93
	2.5% 130	152	2.4% 167
BOATING NZ	3.4%	3.9%	4.4%
	77	86	101
CLEO	2.0%	2.2%	2.6%
0001407014711	147	152	157
COSMOPOLITAN	3.8%	3.9%	4.1%
DEALS ON WHEELS	70	60	64
DEALS ON WHEELS	1.8%	1.6%	1.7%
FARM TRADER	99	98	103
TANWI INADEN	2.6%	2.5%	2.7%
FISHHEAD	35	39	30
	0.9%	1.0%	0.8%
GIRLFRIEND	110	123	153
	2.8%	3.2%	4.0%
GOOD HEALTH CHOICES	154	155	185
	4.0%	4.0%	4.8%
HEALTHY FOOD GUIDE	386 10.0%	383 9.9%	403 10.5%
	321	324	320
KIAORA	8.3%	8.4%	8.4%
	77	72	72
M2	2.0%	1.9%	1.9%
METRO	162	153	140
METRO	4.2%	4.0%	3.7%
MINIDEOOD	210	223	222
MINDFOOD	5.4%	5.8%	5.8%
MOTORCYCLE TRADER	84	83	81
MOTOROTOLE TRABER	2.2%	2.2%	2.1%
MOTORHOMES, CARAVANS &	75	67	59
DESTINATIONS	1.9%	1.7%	1.5%
NEXT	235	240	270
	6.1%	6.2%	7.0%
NORTH & SOUTH	248	251	264
	6.4% 194	6.5% 179	6.9% 189
NZ AUTOCAR	5.0%	4.6%	4.9%
	150	160	172
NZ CLASSIC CAR	3.9%	4.1%	4.5%
	240	249	286
NZ FISHING NEWS	6.2%	6.4%	7.5%



#### MONTHLY PUBLICATIONS:

Average issue reduciship	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
NZ CARRENED	318	306	332
NZ GARDENER	8.2%	7.9%	8.7%
NZ HORSE & PONY	50	52	66
NZ HOROL & FORT	1.3%	1.4%	1.7%
NZ HOUSE & GARDEN	507	494	554
NZ NOOCE & OMEDEN	13.1%	12.8%	14.5%
NZ LIFESTYLE BLOCK	73	74	63
	1.9%	1.9%	1.7%
NZ PERFORMANCE CAR	237	251	270
	6.1%	6.5%	7.1%
NZ TRUCKING	100	96	94
	2.6%	2.5%	2.5%
NZV8	129	134	148
	3.3%	3.5%	3.9%
READER'S DIGEST	277	289	307
	7.2%	7.5%	8.0%
RECIPES+	93	95	94
	2.4%	2.5%	2.5%
SKY SPORT THE MAGAZINE	252	257	297
	6.5%	6.6%	7.8%
SKYWATCH	659	693	858
	17.1%	17.9%	22.4%
TASTE	181	178	189
	4.7%	4.6%	4.9%
THE RED BULLETIN	132	146	184
	3.4%	3.8%	4.8%
TRADE-A-BOAT	41	52	59
	1.1%	1.4%	1.5%
WILD TOMATO	37	33	32
	1.0%	0.9%	0.8%
YOUR HOME & GARDEN	277	270	284
	7.2%	7.0%	7.4%



#### **BI-MONTHLY PUBLICATIONS:**

CMI Q1 14 - Q4 14 Q4 13 - Q3 14 Q1 13 - Q4 13  CUISINE 348 356 415 9.0% 9.2% 10.8%  DISH 147 144 164 3.8% 3.7% 4.3%  FISH & GAME NZ 263 273 282 6.8% 7.1% 7.4%  FOOD 203 201 270 5.3% 5.2% 7.1%  GOOD 5.3% 5.2% 7.1%  HOME NEW ZEALAND 106 103 97  HOME NEW ZEALAND 106 103 97  HOMESTYLE 2.8% 2.7% 2.5%  HOMESTYLE 2.8% 2.8% 2.7%  LITTLE TREASURES 4.3% 4.3% 5.3%  NZ FISHING WORLD 3.3% 3.3% 4.1%  NZ GEOGRAPHIC 7.9% 7.6% 8.6%  NZ GEOGRAPHIC 109 129 122 137  NZ LIFE & LEISURE 3.4% 3.1% 3.6%  NZ RUGBY WORLD 5.3% 5.5% 4.9%  URBIS 65 67 666 1.7% 1.7% 1.7%	Average issue ineadership	A		
CUISINE 9.0% 9.2% 10.8% 10.8% 10.8% 10.8H 147 144 164 164 3.8% 3.7% 4.3% 10.8%		CMI	CMI	CMI
CUISINE         9.0%         9.2%         10.8%           DISH         147         144         164           3.8%         3.7%         4.3%           FISH & GAME NZ         263         273         282           6.8%         7.1%         7.4%           FOOD         203         201         270           5.3%         5.2%         7.1%           GOOD         52         56         64           HOME NEW ZEALAND         106         103         97           2.8%         2.7%         2.5%           HOMESTYLE         107         108         103           107         108         103           108         103         97           2.8%         2.8%         2.7%           2.8%         2.8%         2.7%           LITTLE TREASURES         164         166         202           MZ FISHING WORLD         127         126         159           NZ GEOGRAPHIC         3.3%         3.3%         4.1%           NZ LIFE & LEISURE         3.4%         3.1%         3.6%           NZ RUGBY WORLD         207         212         187           5.3%		<u> </u>		
DISH  DISH  147 144 164 3.8% 3.7% 4.3%  FISH & GAME NZ  6.8% 7.1% 7.4%  FOOD  203 201 270 5.3% 5.2% 7.1%  GOOD  1.4% 1.5% 1.7%  HOME NEW ZEALAND  106 103 97 2.8% 2.7% 2.5%  HOMESTYLE 107 108 103 2.8% 2.7% 2.5%  LITTLE TREASURES 4.3% 4.3% 4.3% 5.3%  NZ FISHING WORLD 127 126 159 3.3% 3.3% 3.3% 4.1%  NZ GEOGRAPHIC 306 292 330 NZ LIFE & LEISURE 129 122 137 3.4% 3.1% 3.6%  NZ RUGBY WORLD 5.3% 5.5% 4.9%  LIRRIS	CUISINE			
DISH       3.8%       3.7%       4.3%         FISH & GAME NZ       263       273       282         6.8%       7.1%       7.4%         FOOD       203       201       270         5.3%       5.2%       7.1%         GOOD       52       56       64         HOME NEW ZEALAND       106       103       97         HOME NEW ZEALAND       106       103       97         2.8%       2.7%       2.5%         HOMESTYLE       107       108       103         2.8%       2.8%       2.7%       2.5%         LITTLE TREASURES       164       166       202         NZ FISHING WORLD       127       126       159         NZ GEOGRAPHIC       306       292       330         NZ LIFE & LEISURE       3.4%       3.1%       3.6%         NZ RUGBY WORLD       207       212       187         5.3%       5.5%       4.9%         LIRBIS       65       67       66	00.01112	9.0%	9.2%	10.8%
FISH & GAME NZ  6.8%  7.1%  7.4%  FOOD  203  201  270  5.3%  5.2%  7.1%  GOOD  5.3%  5.2%  7.1%  HOME NEW ZEALAND  106  103  97  2.8%  2.7%  2.5%  HOMESTYLE  107  108  103  2.8%  2.7%  2.5%  LITTLE TREASURES  164  166  202  4.3%  NZ FISHING WORLD  127  126  139  NZ GEOGRAPHIC  306  NZ LIFE & LEISURE  129  122  137  3.4%  NZ RUGBY WORLD  108  129  120  137  136%  148  159%  159%  164  166  179%  186%  186%  187  189%  189%  189%  189%  189%  189%  189%  189%  189%  189%  189%  1898	DISH	147	144	164
FISH & GAME NZ  FOOD  203 201 270 5.3% 5.2% 7.1%  600D  52 56 64 1.4% 1.5% 1.7%  HOME NEW ZEALAND 2.8% 2.7% 2.5%  HOMESTYLE 107 108 103 2.8% 2.7% 2.5% 107 108 103 2.8% 2.7% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5	Biori	3.8%	3.7%	4.3%
FOOD    Cool	FISH & CAME NZ	263	273	282
FOOD  5.3% 5.2% 7.1%  600D 52 56 64 1.4% 1.5% 1.7%  HOME NEW ZEALAND 106 103 97 2.8% 2.7% 2.5%  HOMESTYLE 107 108 103 103 107 108 103 103 107 108 103 107 108 103 109 109 109 109 109 109 109 109 109 109	TISTER GAIVIL NZ	6.8%	7.1%	7.4%
GOOD  5.3% 5.2% 7.1% 52 56 64 1.4% 1.5% 1.7% HOME NEW ZEALAND 106 103 97 2.8% 2.7% 2.5% HOMESTYLE 107 108 103 2.8% 2.8% 2.7% 107 108 103 103 103 104 105 107 108 103 108 103 109 109 109 109 109 109 109 109 109 109	FOOD	203	201	270
Table   Tabl	FOOD	5.3%	5.2%	7.1%
1.4%   1.5%   1.7%   1.7%   106   103   97   2.8%   2.7%   2.5%   2.8%   2.7%   2.5%   107   108   103   103   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.7%   2.8%   2.8%   2.8%   2.7%   2.8%   2.8%   2.8%   2.8%   2.7%   2.8%   2	COOR	52	56	64
HOME NEW ZEALAND  2.8% 2.7% 2.5% HOMESTYLE 107 108 103 2.8% 2.8% 2.7% LITTLE TREASURES 164 166 202 4.3% 4.3% 5.3% NZ FISHING WORLD 127 126 159 3.3% 3.3% 3.3% 4.1% NZ GEOGRAPHIC 7.9% 7.6% 8.6% NZ LIFE & LEISURE 129 122 137 3.4% 3.1% 3.6% NZ RUGBY WORLD 207 212 187 5.3% 5.5% 4.9%  URBIS	GOOD	1.4%	1.5%	1.7%
Description	HOME NEW ZEALAND	106	103	97
HOMESTYLE  2.8% 2.8% 2.7%  LITTLE TREASURES  164 166 202 4.3% 4.3% 5.3%  NZ FISHING WORLD  127 126 159 3.3% 3.3% 4.1%  NZ GEOGRAPHIC  306 7.9% 7.6% 8.6%  NZ LIFE & LEISURE 129 122 137 3.4% 3.1% 3.6%  NZ RUGBY WORLD  207 212 187 5.3% 5.5% 4.9%  URBIS	HOWE NEW ZEALAND	2.8%	2.7%	2.5%
2.8%   2.8%   2.7%   164   166   202   202   203   2	LIOMECTVIE	107	108	103
LITTLE TREASURES         4.3%       4.3%       5.3%         NZ FISHING WORLD       127       126       159         3.3%       3.3%       4.1%         NZ GEOGRAPHIC       306       292       330         7.9%       7.6%       8.6%         NZ LIFE & LEISURE       129       122       137         3.4%       3.1%       3.6%         NZ RUGBY WORLD       207       212       187         5.3%       5.5%       4.9%         URBIS       65       67       66	HOMESTYLE	2.8%	2.8%	2.7%
NZ FISHING WORLD       127       126       159         NZ GEOGRAPHIC       3.3%       3.3%       4.1%         NZ LIFE & LEISURE       129       122       137         NZ RUGBY WORLD       207       212       187         LURBIS       65       67       66	LITTLE TREASLIRES	164	166	202
NZ FISHING WORLD       3.3%       3.3%       4.1%         NZ GEOGRAPHIC       306       292       330         7.9%       7.6%       8.6%         NZ LIFE & LEISURE       129       122       137         3.4%       3.1%       3.6%         NZ RUGBY WORLD       207       212       187         5.3%       5.5%       4.9%         URBIS       65       67       66	LITTLE TREASURES	4.3%	4.3%	5.3%
NZ GEOGRAPHIC     3.3%     3.3%     4.1%       NZ GEOGRAPHIC     306     292     330       7.9%     7.6%     8.6%       NZ LIFE & LEISURE     129     122     137       3.4%     3.1%     3.6%       NZ RUGBY WORLD     207     212     187       5.3%     5.5%     4.9%       URBIS     65     67     66	NZ FIGURIA WORLD	127	126	159
NZ GEOGRAPHIC 7.9% 7.6% 8.6%  NZ LIFE & LEISURE 3.4% 3.1% 3.6%  NZ RUGBY WORLD 207 212 187 5.3% 5.5% 4.9%  URBIS	NZ FISHING WORLD	3.3%	3.3%	4.1%
7.9% 7.6% 8.6%  NZ LIFE & LEISURE 129 122 137  3.4% 3.1% 3.6%  NZ RUGBY WORLD 207 212 187  5.3% 5.5% 4.9%  URBIS 65 67 66	NZ CEOCRAPHIC	306	292	330
NZ LIFE & LEISURE  3.4% 3.1% 3.6%  207 212 187 5.3% 5.5% 4.9%  URBIS 65 67 66	NZ GEOGRAPHIC	7.9%	7.6%	8.6%
3.4% 3.1% 3.6%  NZ RUGBY WORLD  207 212 187  5.3% 5.5% 4.9%  URBIS  65 67 66	NZ LIFE O LEIGHDE	129	122	137
NZ RUGBY WORLD 5.3% 5.5% 4.9% URBIS 65 67 66	NZ LIFE & LEISURE	3.4%	3.1%	3.6%
5.3% 5.5% 4.9% URBIS 65 67 66	NZ RUGBY WORLD	207	212	187
URBIS		5.3%	5.5%	4.9%
1.7% 1.7% 1.7%	LIDDIC	65	67	66
	URBI5	1.7%	1.7%	1.7%



#### **QUARTERLY PUBLICATIONS:**

Average Issue Readership

	CMI	CMI	CMI
	Q1 14 - Q4 14	Q4 13 - Q3 14	Q1 13 - Q4 13
AA DIRECTIONS	725	738	842
	18.8%	19.1%	22.0%
BRIDE & GROOM	81	77	105
	2.1%	2.0%	2.7%
FAMILY CARE	63	51	42
	1.6%	1.3%	1.1%
HOUSES	71	63	61
	1.8%	1.6%	1.6%
HUNTING & FISHING NEW ZEALAND	547	542	564
	14.2%	14.0%	14.7%
NEW ZEALAND WEDDINGS	86	85	84
	2.2%	2.2%	2.2%
NZ FASHION QUARTERLY	196	186	228
	5.1%	4.8%	5.9%
ОНВАВҮ!	77	73	85
	2.0%	1.9%	2.2%
PARENTING MAGAZINE	105	101	120
	2.7%	2.6%	3.1%
THE WORD FOR TODAY	183	175	162
	4.7%	4.5%	4.2%
WORD FOR YOU TODAY	65	60	54
	1.7%	1.5%	1.4%

#### SIX-MONTHLY PUBLICATIONS:

	СМІ	CMI	CMI
	Q1 14 - Q4 14	Q4 13 - Q3 14	Q1 13 - Q4 13
HABITAT	187	175	173
	4.8%	4.5%	4.5%
SIMPLY YOU	76	77	107
SIMPLITOO	2.0%	2.0%	2.8%
SIMPLY YOU LIVING	69	65	87
	1.8%	1.7%	2.3%

#### **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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