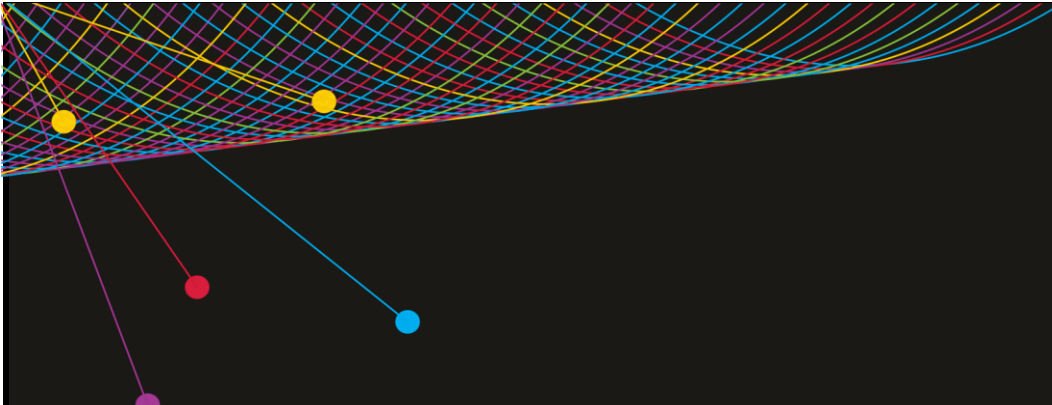




nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™



NIELSEN NATIONAL READERSHIP SURVEY

Q3 2015 – Q2 2016

MAGAZINE TOPLINES



ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2015 – Q2 2016

MIXED METHODOLOGY INCORPORATED FROM Q2 2016:

To keep delivering insights that represent New Zealand consumers, we are changing the way we collect Consumer and Media Insights (CMI) data. This will ready us for the future as consumer behaviour evolves.

The information and databases you use for insights remain the same, but behind the scenes, we are updating the methodology and sample size.

We are contemporising the methodology and collecting 25% of the sample via an online survey (previously all face-to-face) to create a mixed methodology.

SAMPLE SIZE

To ensure the service is both cost efficient and robust, the annual sample size for readership is transitioning to 11,000 respondents annually. This will gradually take effect in databases over the next 12 months. The sample size for YE Q2 2016 database is 11,525.

DELETED PUBLICATIONS:

NZ Autocar

ADDED PUBLICATIONS:

Trade-A-Boat
Wild Tomato

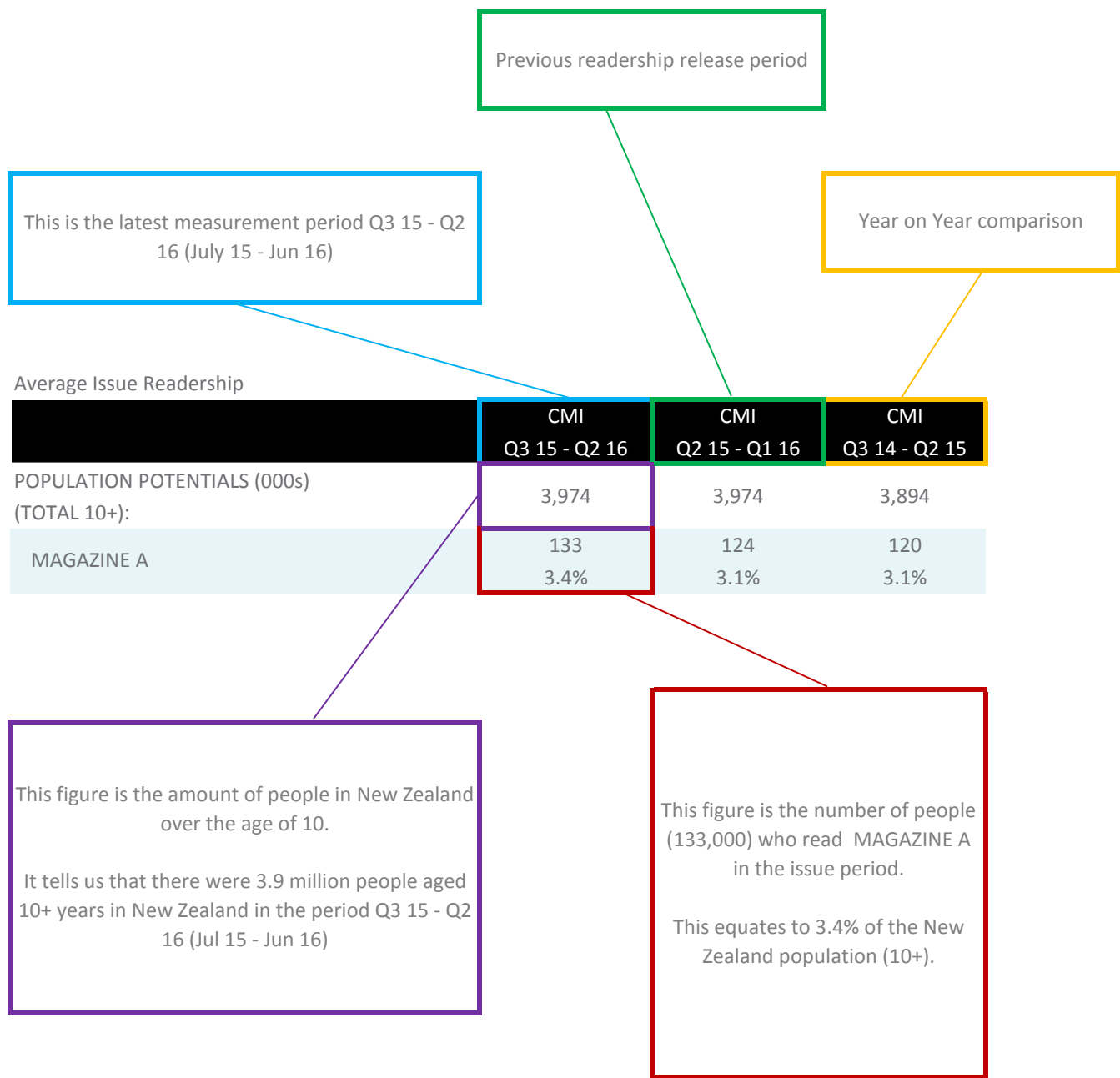
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 6th October 2016.

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 definitions please contact Nielsen.



YEAR ON YEAR COMPARATIVES

Q3 15 - Q2 16

WEEKLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,974	3,974	3,894
LUCKY BREAK	133 3.4%	124 3.1%	120 3.1%
NW MAGAZINE	57 1.4%	58 1.5%	66 1.7%
NZ LISTENER	199 5.0%	202 5.1%	199 5.1%
NZ WOMAN'S WEEKLY	611 15.4%	642 16.2%	634 16.3%
THE TV GUIDE	372 9.4%	374 9.4%	411 10.6%
TIME	129 3.3%	139 3.5%	
WOMAN'S DAY	578 14.5%	613 15.4%	633 16.3%

FORTNIGHTLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
KIWI GARDENER (WEEKEND GARDENER)	98 2.5%	113 2.8%	142 3.7%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
AUSTRALIAN WOMEN'S WEEKLY	514 12.9%	525 13.2%	542 13.9%
AVENUES	90 2.3%	102 2.6%	105 2.7%
BOATING NZ	113 2.8%	114 2.9%	120 3.1%
COSMOPOLITAN	138 3.5%	150 3.8%	127 3.3%
DEALS ON WHEELS	63 1.6%	64 1.6%	59 1.5%
FARM TRADER	78 2.0%	79 2.0%	88 2.3%
GOOD HEALTH CHOICES	193 4.9%	192 4.8%	170 4.4%
HEALTHY FOOD GUIDE	391 9.9%	404 10.2%	408 10.5%
KIAORA	321 8.1%	340 8.6%	344 8.8%
M2	86 2.2%	89 2.2%	76 1.9%
METRO	127 3.2%	128 3.2%	148 3.8%
MINDFOOD	233 5.9%	228 5.7%	218 5.6%
MOTORHOMES, CARAVANS & DESTINATIONS	74 1.9%	73 1.8%	79 2.0%
NEXT	199 5.0%	218 5.5%	218 5.6%
NORTH & SOUTH	224 5.6%	234 5.9%	247 6.3%
NZ FISHING NEWS	223 5.6%	246 6.2%	246 6.3%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
NZ GARDENER	286 7.2%	282 7.1%	332 8.5%
NZ HORSE & PONY	51 1.3%	50 1.3%	56 1.4%
NZ HOUSE & GARDEN	528 13.3%	534 13.4%	533 13.7%
NZ LIFESTYLE BLOCK	76 1.9%	75 1.9%	73 1.9%
NZ TRUCKING	103 2.6%	107 2.7%	99 2.5%
READER'S DIGEST	237 6.0%	243 6.1%	274 7.0%
RECIPES+	89 2.2%	102 2.6%	101 2.6%
SKYWATCH	609 15.3%	640 16.1%	638 16.4%
TRADE-A-BOAT	35 0.9%		
WILD TOMATO	39 1.0%		
YOUR HOME & GARDEN	272 6.8%	275 6.9%	280 7.2%

BI-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
CUISINE	308 7.7%	342 8.6%	359 9.2%
DISH	143 3.6%	144 3.6%	157 4.0%
FISH & GAME NZ	256 6.4%	280 7.0%	261 6.7%
FOOD	189 4.8%	200 5.0%	210 5.4%
GOOD	48 1.2%	46 1.2%	48 1.2%
HOME NEW ZEALAND	107 2.7%	111 2.8%	107 2.7%
HOMESTYLE	85 2.1%	84 2.1%	101 2.6%
LITTLE TREASURES	130 3.3%	129 3.2%	152 3.9%
MANA	90 2.3%	86 2.2%	
NZ FISHING WORLD	115 2.9%	117 2.9%	141 3.6%
NZ GEOGRAPHIC	307 7.7%	304 7.7%	309 7.9%
NZ LIFE & LEISURE	130 3.3%	115 2.9%	156 4.0%
NZ RUGBY WORLD	238 6.0%	228 5.7%	208 5.3%
PARENTING MAGAZINE	87 2.2%	80 2.0%	100 2.6%
TASTE	185 4.7%	193 4.9%	182 4.7%
THE SHED MAGAZINE	66 1.6%	68 1.7%	
URBIS	59 1.5%	61 1.5%	60 1.5%

QUARTERLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
AA DIRECTIONS	777 19.5%	776 19.5%	745 19.1%
BRIDE & GROOM	83 2.1%	86 2.2%	88 2.3%
HOUSES	62 1.5%	64 1.6%	69 1.8%
HUNTING & FISHING NEW ZEALAND	529 13.3%	563 14.2%	561 14.4%
NEW ZEALAND WEDDINGS	92 2.3%	88 2.2%	96 2.5%
NZ FASHION QUARTERLY	182 4.6%	174 4.4%	205 5.3%
OHBABY!	71 1.8%	66 1.7%	70 1.8%
THE WORD FOR TODAY	167 4.2%	175 4.4%	163 4.2%
WORD FOR YOU TODAY	67 1.7%	64 1.6%	55 1.4%

SIX-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q3 15 - Q2 16	CMI Q2 15 - Q1 16	CMI Q3 14 - Q2 15
HABITAT	210 5.3%	210 5.3%	208 5.3%
SIMPLY YOU	75 1.9%	86 2.2%	79 2.0%
SIMPLY YOU LIVING	76 1.9%	92 2.3%	86 2.2%