

Q1 2017 - Q4 2017

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2017 - Q4 2017

DELETED PUBLICATIONS:

Cosmopolitan
Recipes+

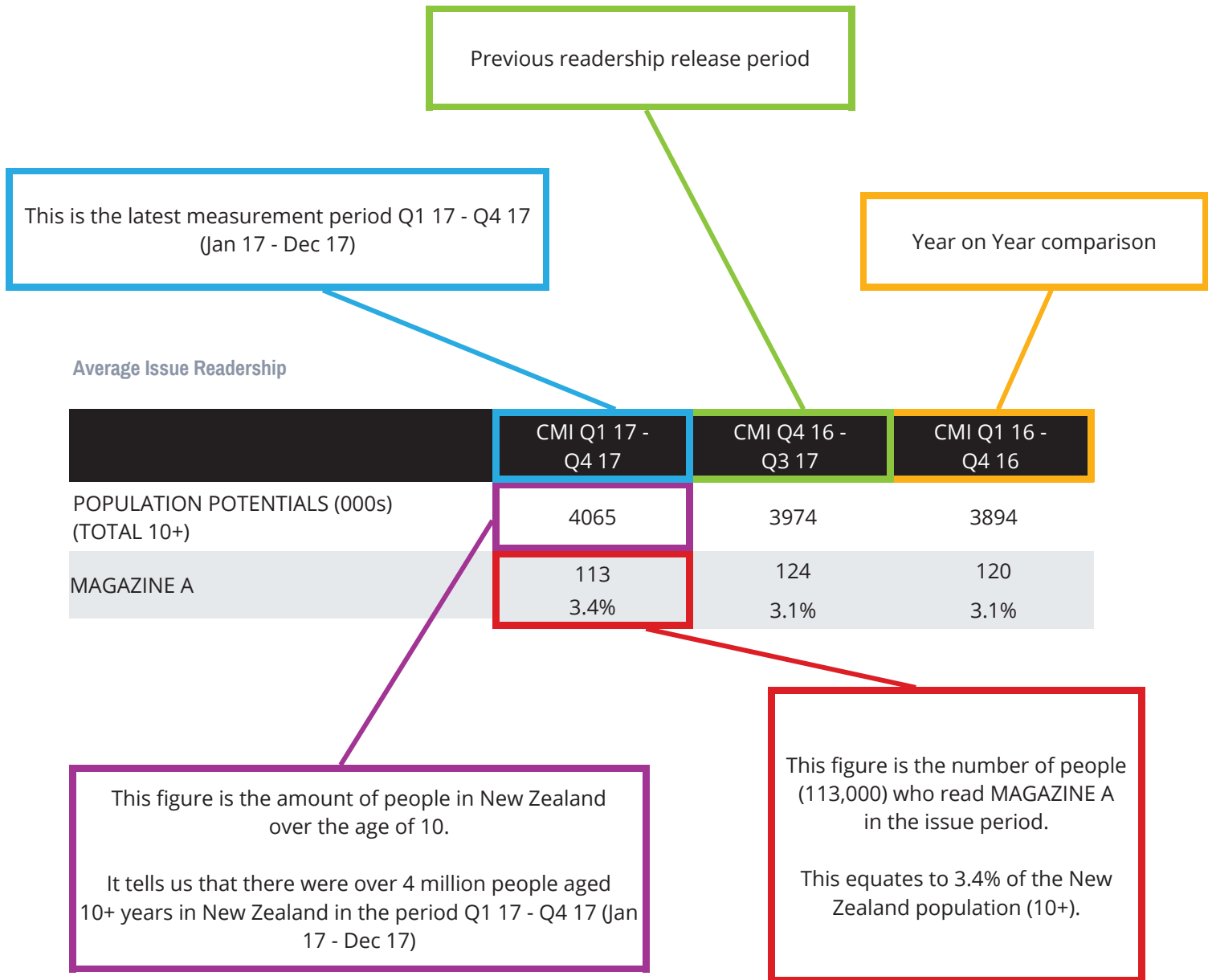
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday, March 1st 2018.

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 Q1 17 - Q4 17

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
POPULATION POTENTIALS (000s)	4,065	4,065	3,974
TOTAL SAMPLE 10+	11,063	11,089	11,033

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
AUTOTRADER	178 4.4%	166 4.1%	
LUCKY BREAK	110 2.7%	118 2.9%	142 3.6%
NZ LISTENER	196 4.8%	210 5.2%	220 5.5%
NZ WOMAN'S WEEKLY	576 14.2%	579 14.2%	581 14.6%
THE TV GUIDE	337 8.3%	359 8.8%	374 9.4%
TIME	157 3.9%	162 4.0%	128 3.2%
WOMAN'S DAY	541 13.3%	553 13.6%	557 14.0%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
AUSTRALIAN WOMEN'S WEEKLY	491 12.1%	489 12.0%	481 12.1%
AVENUES	80 2.0%	76 1.9%	79 2.0%
BOATING NZ	92 2.3%	94 2.3%	97 2.4%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
DEALS ON WHEELS/FARM TRADER	102 2.5%		
GOOD HEALTH CHOICES	167 4.1%	159 3.9%	177 4.5%
HEALTHY FOOD GUIDE	335 8.2%	356 8.8%	387 9.7%
KIA ORA	357 8.8%	351 8.6%	316 8.0%
KIWI GARDENER	106 2.6%	109 2.7%	93 2.3%
M2	63 1.5%	62 1.5%	74 1.9%
MINDFOOD	238 5.9%	241 5.9%	226 5.7%
MOTORHOMES, CARAVANS & DESTINATIONS	73 1.8%	70 1.7%	72 1.8%
NEXT	184 4.5%	182 4.5%	189 4.7%
NORTH & SOUTH	210 5.2%	219 5.4%	222 5.6%
NZ FISHING NEWS	212 5.2%	206 5.1%	211 5.3%
NZ GARDENER	308 7.6%	302 7.4%	278 7.0%
NZ HOUSE & GARDEN	475 11.7%	473 11.6%	493 12.4%
NZ LIFESTYLE BLOCK	75 1.8%	69 1.7%	64 1.6%
NZ TRUCKING	75 1.9%	79 1.9%	88 2.2%
READER'S DIGEST	230 5.7%	234 5.8%	240 6.0%
SKYWATCH	513 12.6%	538 13.2%	574 14.5%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
WILD TOMATO	26 0.7%	29 0.7%	37 0.9%
YOUR HOME AND GARDEN	257 6.3%	247 6.1%	255 6.4%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
CUISINE	250 6.1%	276 6.8%	287 7.2%
DISH	136 3.3%	143 3.5%	146 3.7%
FISH & GAME NZ	241 5.9%	257 6.3%	256 6.4%
FOOD	127 3.1%	137 3.4%	172 4.3%
GOOD	38 0.9%	41 1.0%	40 1.0%
HOME NEW ZEALAND	102 2.5%	100 2.5%	103 2.6%
HOMESTYLE	90 2.2%	94 2.3%	99 2.5%
LITTLE TREASURES	117 2.9%	121 3.0%	126 3.2%
METRO	122 3.0%	126 3.1%	118 3.0%
NADIA (THE MAGAZINE)	146 3.6%		
NZ GEOGRAPHIC	334 8.2%	341 8.4%	318 8.0%
NZ LIFE & LEISURE	84 2.1%	87 2.1%	116 2.9%
NZ RUGBY NEWS	132 3.3%	132 3.2%	

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
NZ RUGBY WORLD	164 4.0%	158 3.9%	194 4.9%
TASTE	181 4.5%	191 4.7%	167 4.2%
URBIS	54 1.3%	54 1.3%	60 1.5%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
AA DIRECTIONS	862 21.2%	841 20.7%	805 20.3%
BRIDE & GROOM	65 1.6%	61 1.5%	66 1.7%
FASHION QUARTERLY	160 3.9%	155 3.8%	165 4.1%
HOUSES	81 2.0%	85 2.1%	58 1.5%
HUNTING & FISHING NZ	483 11.9%	482 11.9%	486 12.2%
LIVING WELL	58 1.4%	60 1.5%	
NEW ZEALAND WEDDINGS	77 1.9%	76 1.9%	77 1.9%
OHBABY!	74 1.8%	75 1.8%	70 1.8%
THE WORD FOR TODAY	161 3.9%	158 3.9%	164 4.1%
WORD FOR YOU TODAY	57 1.4%	54 1.3%	63 1.6%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 17 - Q4 17	CMI Q4 16 - Q3 17	CMI Q1 16 - Q4 16
HABITAT	208 5.1%	200 4.9%	211 5.3%
SIMPLY YOU	71 1.8%	67 1.6%	69 1.7%
SIMPLY YOU LIVING	80 2.0%	75 1.8%	62 1.6%