

Q2 2017 - Q1 2018

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2017 - Q1 2018

DELETED PUBLICATIONS:

NZ Autocar

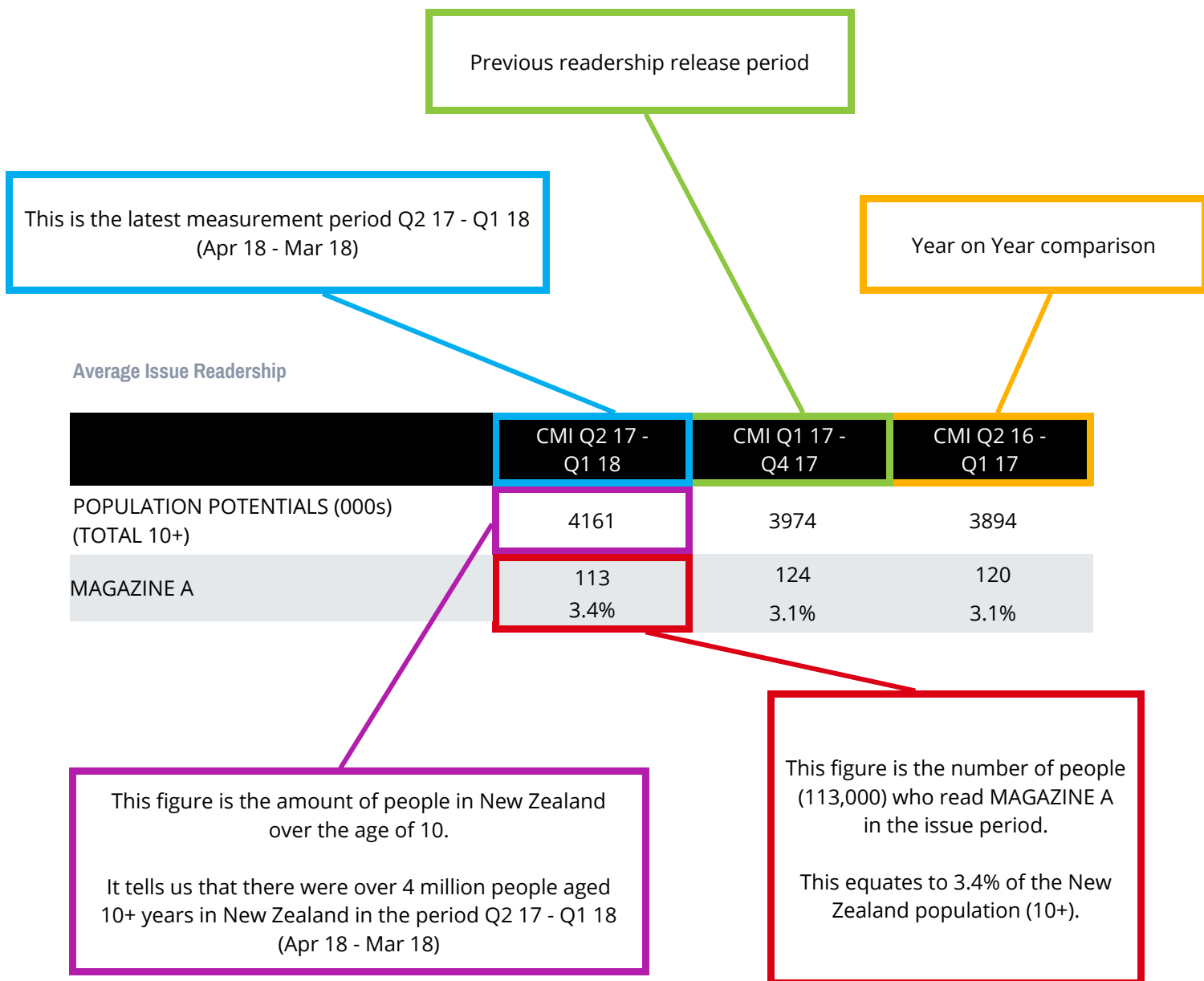
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday, June 21st 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 Q2 17 - Q1 18

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
POPULATION POTENTIALS (000s)	4,161	4,065	4,065
TOTAL SAMPLE 10+	10,843	11,063	11,089

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
LUCKY BREAK	117 2.8%	110 2.7%	143 3.5%
NEW ZEALAND LISTENER	190 4.6%	196 4.8%	228 5.6%
NEW ZEALAND WOMAN'S WEEKLY	561 13.5%	576 14.2%	594 14.6%
THE TV GUIDE	343 8.2%	337 8.3%	372 9.1%
TIME	153 3.7%	157 3.9%	146 3.6%
WOMAN'S DAY	534 12.8%	541 13.3%	563 13.9%

FORTNIGHTLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
AUTOTRADER	167 4.0%	178 4.4%	

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
AVENUES	84 2.0%	80 2.0%	68 1.7%
BOATING NZ	98 2.3%	92 2.3%	92 2.3%
DEALS ON WHEELS/FARM TRADER	97 2.3%	102 2.5%	
GOOD HEALTH CHOICES	180 4.3%	167 4.1%	170 4.2%
HEALTHY FOOD GUIDE	329 7.9%	335 8.2%	389 9.6%
KIA ORA	353 8.5%	357 8.8%	344 8.5%
KIWI GARDENER	119 2.8%	106 2.6%	94 2.3%
M2	70 1.7%	63 1.5%	72 1.8%
MINDFOOD	237 5.7%	238 5.9%	236 5.8%
MOTORHOMES, CARAVANS & DESTINATIONS	74 1.8%	73 1.8%	66 1.6%
NEW ZEALAND FISHING NEWS	218 5.2%	212 5.2%	209 5.1%
NEW ZEALAND GARDENER	311 7.5%	308 7.6%	295 7.3%
NEW ZEALAND TRUCKING	84 2.0%	75 1.9%	
NEXT	185 4.4%	184 4.5%	191 4.7%
NORTH & SOUTH	210 5.0%	210 5.2%	224 5.5%
NZ HOUSE & GARDEN	477 11.5%	475 11.7%	493 12.1%
READER'S DIGEST	236 5.7%	230 5.7%	255 6.3%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
SKYWATCH	515 12.4%	513 12.6%	569 14.0%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	488 11.7%	491 12.1%	506 12.4%
WILD TOMATO	23 0.6%	26 0.7%	34 0.8%
YOUR HOME AND GARDEN	257 6.2%	257 6.3%	244 6.0%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
CUISINE	256 6.2%	250 6.1%	273 6.7%
DISH	140 3.4%	136 3.3%	148 3.6%
FISH & GAME NEW ZEALAND	242 5.8%	241 5.9%	250 6.1%
FOOD	134 3.2%	127 3.1%	169 4.2%
GOOD	34 0.8%	38 0.9%	40 1.0%
HOME NZ	108 2.6%	102 2.5%	99 2.4%
HOMESTYLE	103 2.5%	90 2.2%	93 2.3%
LITTLE TREASURES	114 2.7%	117 2.9%	125 3.1%
METRO	137 3.3%	122 3.0%	119 2.9%
NADIA (NADIA LIM MAGAZINE)	153 3.7%	146 3.6%	
NEW ZEALAND GEOGRAPHIC	336 8.1%	334 8.2%	335 8.2%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
NZ LIFE & LEISURE	87 2.1%	84 2.1%	109 2.7%
NZ RUGBY NEWS	133 3.2%	132 3.3%	
NZ RUGBY WORLD	169 4.1%	164 4.0%	179 4.4%
URBIS	57 1.4%	54 1.3%	57 1.4%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
AA DIRECTIONS	907 21.8%	862 21.2%	837 20.6%
BRIDE & GROOM	67 1.6%	65 1.6%	59 1.4%
FASHION QUARTERLY	164 3.9%	160 3.9%	165 4.1%
HOUSES	79 1.9%	81 2.0%	63 1.5%
HUNTING & FISHING NEW ZEALAND	495 11.9%	483 11.9%	471 11.6%
NEW ZEALAND WEDDINGS	72 1.7%	77 1.9%	73 1.8%
OHBABY!	73 1.8%	74 1.8%	77 1.9%
TASTE	182 4.4%	181 4.5%	175 4.3%
THE WORD FOR TODAY	164 3.9%	161 3.9%	165 4.1%
WORD FOR YOU TODAY	56 1.3%	57 1.4%	68 1.7%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 17 - Q1 18	CMI Q1 17 - Q4 17	CMI Q2 16 - Q1 17
HABITAT	212 5.1%	208 5.1%	202 5.0%
SIMPLY YOU	74 1.8%	71 1.8%	66 1.6%
SIMPLY YOU LIVING	76 1.8%	80 2.0%	60 1.5%