

Q4 2017 - Q3 2018

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2017 - Q3 2018

DELETED PUBLICATIONS:

Living Well
Bite
Admire

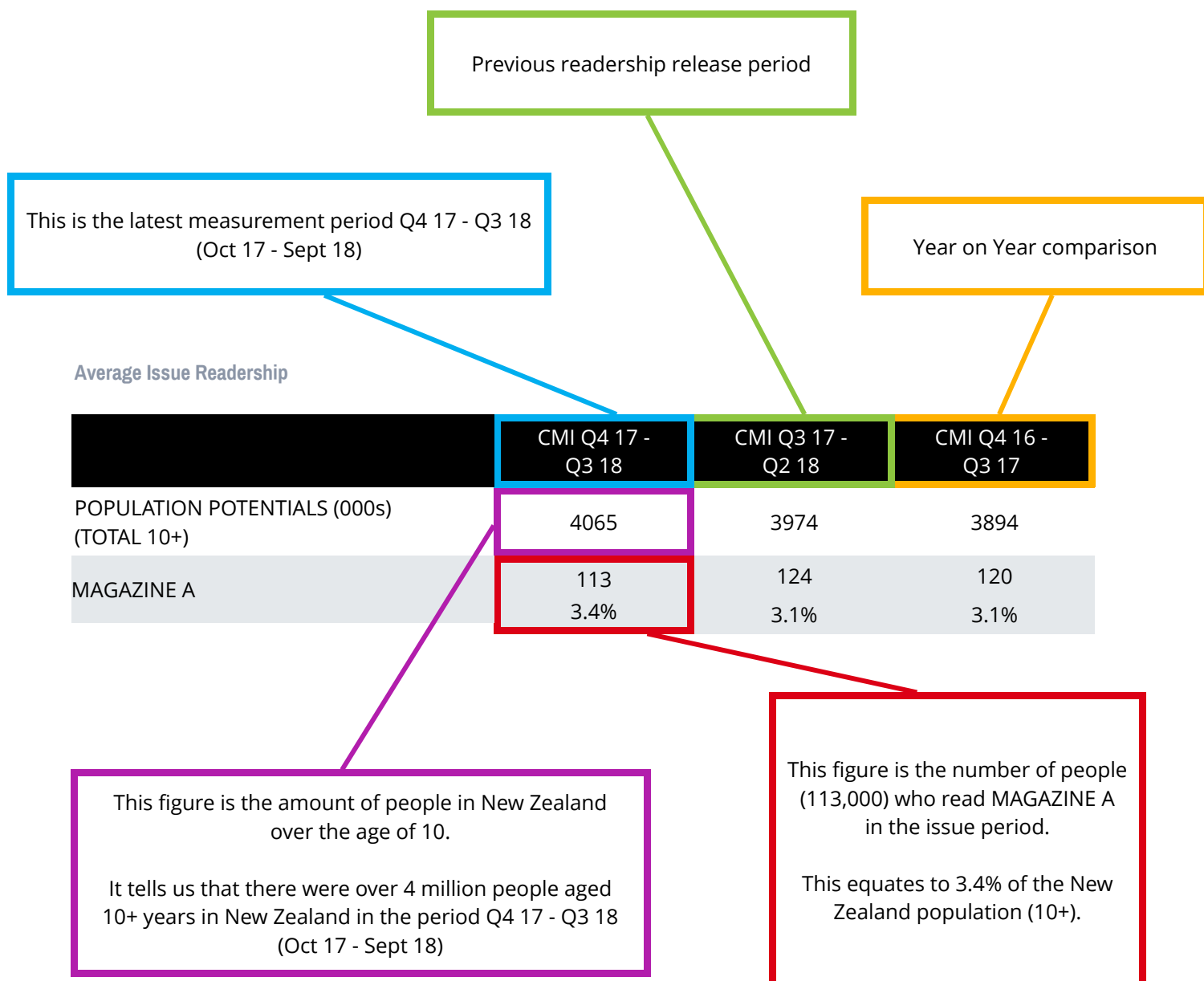
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 22 November 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 Q4 17 - Q3 18

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
POPULATION POTENTIALS (000s)	4,161	4,161	4,065
TOTAL SAMPLE 10+	10,474	10,651	11,089

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
LUCKY BREAK	117 2.8%	121 2.9%	118 2.9%
NEW ZEALAND LISTENER	192 4.6%	197 4.7%	210 5.2%
NEW ZEALAND WOMAN'S WEEKLY	537 12.9%	546 13.1%	579 14.2%
THE TV GUIDE	328 7.9%	337 8.1%	359 8.8%
TIME	140 3.4%	156 3.7%	162 4.0%
WOMAN'S DAY	520 12.5%	525 12.6%	553 13.6%

FORTNIGHTLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
AUTOTRADER	150 3.6%	161 3.9%	166 4.1%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
BOATING NZ	105 2.5%	98 2.4%	94 2.3%
DEALS ON WHEELS/FARM TRADER	94 2.3%	87 2.1%	
GOOD HEALTH CHOICES	176 4.2%	177 4.2%	159 3.9%
HEALTHY FOOD GUIDE	311 7.5%	306 7.4%	356 8.8%
KIA ORA	394 9.5%	381 9.1%	351 8.6%
KIWI GARDENER	105 2.5%	112 2.7%	109 2.7%
M2	81 2.0%	80 1.9%	62 1.5%
MINDFOOD	217 5.2%	222 5.3%	241 5.9%
MOTORHOMES, CARAVANS & DESTINATIONS	70 1.7%	78 1.9%	70 1.7%
NEW ZEALAND FISHING NEWS	222 5.3%	213 5.1%	206 5.1%
NEW ZEALAND GARDENER	286 6.9%	300 7.2%	302 7.4%
NEXT	184 4.4%	184 4.4%	182 4.5%
NORTH & SOUTH	201 4.8%	199 4.8%	219 5.4%
NZ HOUSE & GARDEN	468 11.2%	459 11.0%	473 11.6%
READER'S DIGEST	230 5.5%	235 5.7%	234 5.8%
SKYWATCH	476 11.4%	483 11.6%	538 13.2%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	494 11.9%	494 11.9%	489 12.0%
WILD TOMATO	28 0.7%	26 0.6%	29 0.7%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
YOUR HOME AND GARDEN	243 5.8%	251 6.0%	247 6.1%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
CUISINE	245 5.9%		276 6.8%
DISH	137 3.3%	140 3.4%	143 3.5%
FOOD	137 3.3%	135 3.2%	137 3.4%
GOOD	40 1.0%	35 0.9%	41 1.0%
HOME NZ	104 2.5%	105 2.5%	100 2.5%
HOMESTYLE	107 2.6%	108 2.6%	94 2.3%
LITTLE TREASURES	100 2.4%	103 2.5%	121 3.0%
METRO	162 3.9%	148 3.6%	126 3.1%
NADIA (NADIA LIM MAGAZINE)	152 3.7%	158 3.8%	
NEW ZEALAND GEOGRAPHIC	337 8.1%	337 8.1%	341 8.4%
NZ LIFE & LEISURE	96 2.3%	90 2.2%	87 2.1%
NZ RUGBY WORLD	160 3.8%	172 4.1%	158 3.9%
RUGBY NEWS	117 2.8%	122 2.9%	132 3.2%
URBIS	51 1.2%	57 1.4%	54 1.3%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
AA DIRECTIONS	913 22.0%	908 21.8%	841 20.7%
FASHION QUARTERLY	156 3.8%	164 3.9%	155 3.8%
HOUSES	70 1.7%	74 1.8%	85 2.1%
HUNTING & FISHING NEW ZEALAND	475 11.4%	478 11.5%	482 11.9%
NEW ZEALAND WEDDINGS	78 1.9%	74 1.8%	76 1.9%
OHBABY!	89 2.1%	80 1.9%	75 1.8%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	84 2.0%	100 2.4%	67 1.6%
TASTE	196 4.7%	199 4.8%	191 4.7%
THE WORD FOR TODAY	158 3.8%	162 3.9%	158 3.9%
WORD FOR YOU TODAY	54 1.3%	55 1.3%	54 1.3%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 17 - Q3 18	CMI Q3 17 - Q2 18	CMI Q4 16 - Q3 17
HABITAT	221 5.3%	222 5.3%	200 4.9%