

Q1 2019 - Q4 2019

**NIELSEN
NATIONAL
READERSHIP
SURVEY**

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2019 - Q4 2019

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 27 February 2020

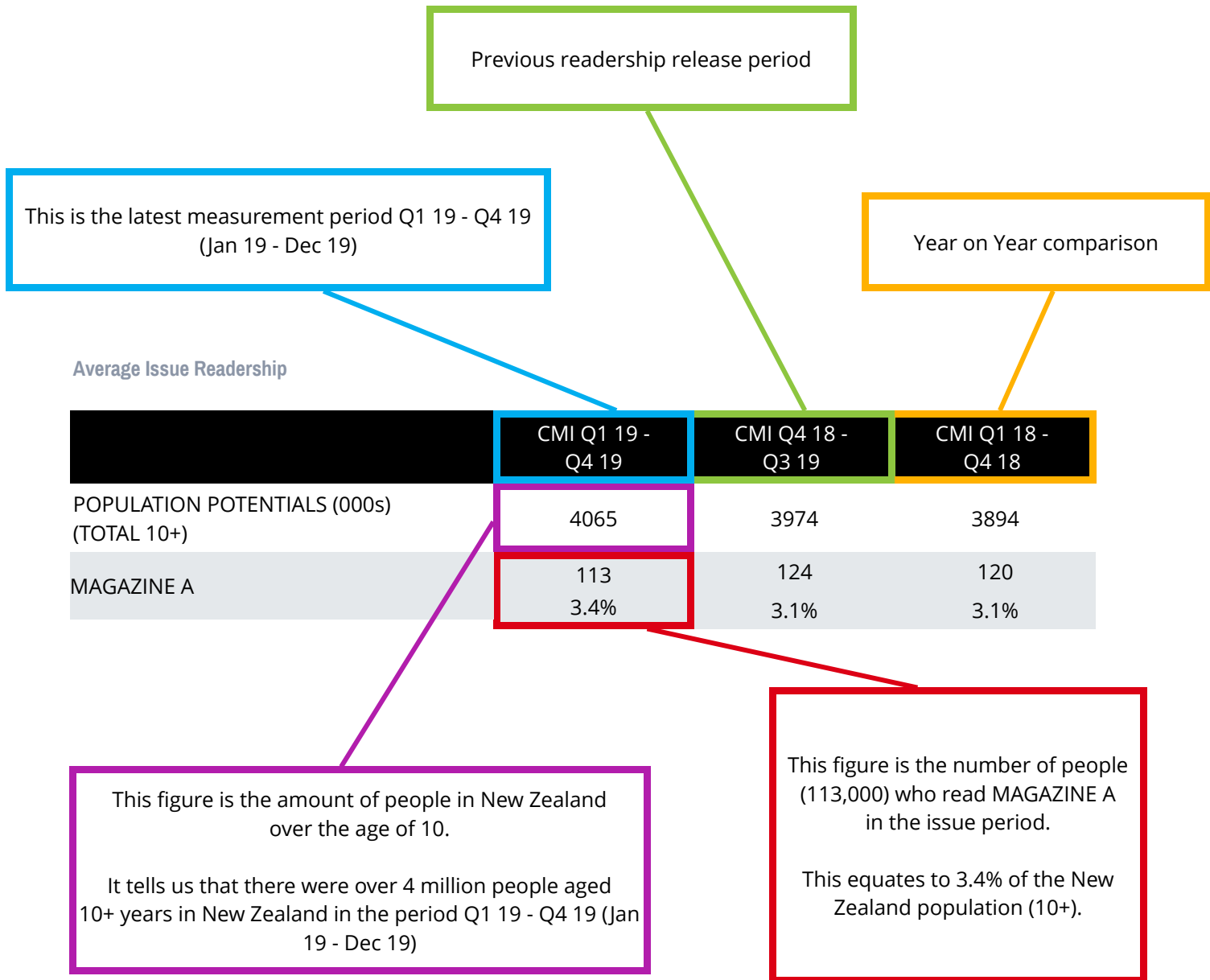
NEW PUBLICATIONS:

Property Press

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 19 - Q4 19

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
POPULATION POTENTIALS (000s)	4,251	4,251	4,161
TOTAL SAMPLE 10+	10,331	10,353	10,355

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
LUCKY BREAK	113 2.7%	122 2.9%	119 2.8%
NEW ZEALAND LISTENER	184 4.3%	195 4.6%	193 4.6%
NEW ZEALAND WOMAN'S WEEKLY	525 12.3%	518 12.2%	510 12.2%
PROPERTY PRESS	514 12.1%		
THE TV GUIDE	300 7.1%	293 6.9%	306 7.4%
TIME	130 3.1%	134 3.2%	131 3.2%
WOMAN'S DAY	505 11.9%	501 11.8%	496 11.9%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
AVENUES	65 1.5%	62 1.5%	
BOATING NZ	107 2.5%	103 2.4%	107 2.6%
DEALS ON WHEELS/FARM TRADER	125 2.9%	113 2.6%	100 2.4%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
HEALTHY FOOD GUIDE	273 6.4%	274 6.5%	293 7.1%
KIA ORA	439 10.3%	446 10.5%	409 9.8%
KIWI GARDENER	80 1.9%	87 2.0%	104 2.5%
MINDFOOD	234 5.5%	238 5.6%	224 5.4%
MOTORHOMES, CARAVANS & DESTINATIONS	71 1.7%	75 1.8%	75 1.8%
NEW ZEALAND FISHING NEWS	217 5.1%	216 5.1%	216 5.2%
NEW ZEALAND GARDENER	280 6.6%	281 6.6%	279 6.7%
NEW ZEALAND LIFESTYLE BLOCK	81 1.9%	80 1.9%	
NEXT	175 4.1%	173 4.1%	192 4.6%
NORTH & SOUTH	199 4.7%	201 4.7%	198 4.8%
NZ GOOD HEALTH & WELLBEING	155 3.6%	157 3.7%	180 4.3%
NZ HORSE & PONY	46 1.1%		42 1.0%
NZ HOUSE & GARDEN	483 11.4%	475 11.2%	454 10.9%
READER'S DIGEST	175 4.1%	174 4.1%	226 5.4%
RUGBY NEWS	115 2.7%	111 2.6%	109 2.6%
SKYWATCH	409 9.6%	419 9.9%	456 11.0%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	465 10.9%	470 11.1%	485 11.7%
YOUR HOME AND GARDEN	245 5.8%	236 5.6%	239 5.7%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
CUISINE	268 6.3%	272 6.4%	255 6.1%
DISH	166 3.9%	161 3.8%	139 3.3%
FOOD	158 3.7%	161 3.8%	147 3.5%
HOME NZ	117 2.7%	113 2.7%	94 2.3%
HOMESTYLE	105 2.5%	106 2.5%	111 2.7%
METRO	172 4.1%	173 4.1%	167 4.0%
NADIA (NADIA LIM MAGAZINE)	158 3.7%	157 3.7%	156 3.7%
NEW ZEALAND GEOGRAPHIC	335 7.9%	325 7.6%	317 7.6%
NZ LIFE & LEISURE	145 3.4%	139 3.3%	94 2.3%
NZ RUGBY WORLD	183 4.3%	167 3.9%	150 3.6%
URBIS	45 1.1%	43 1.0%	44 1.0%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
AA DIRECTIONS	889 20.9%	908 21.4%	891 21.4%
FASHION QUARTERLY	173 4.1%	165 3.9%	154 3.7%
GOOD	46 1.1%	37 0.9%	39 0.9%
HOUSES	62 1.4%	52 1.2%	66 1.6%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
HUNTING & FISHING NEW ZEALAND	552 13.0%	505 11.9%	463 11.1%
OHBABY!	89 2.1%	89 2.1%	90 2.2%
SIMPLY YOU (INCLUDES SIMPLY YOU LIVING)	52 1.2%	54 1.3%	68 1.6%
TASTE	208 4.9%	197 4.6%	205 4.9%
THE WORD FOR TODAY	163 3.8%	166 3.9%	159 3.8%
WORD FOR YOU TODAY	64 1.5%	61 1.4%	55 1.3%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 19 - Q4 19	CMI Q4 18 - Q3 19	CMI Q1 18 - Q4 18
HABITAT	224 5.3%	208 4.9%	210 5.0%