

Q3 2019 - Q2
2020

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2019 - Q2 2020

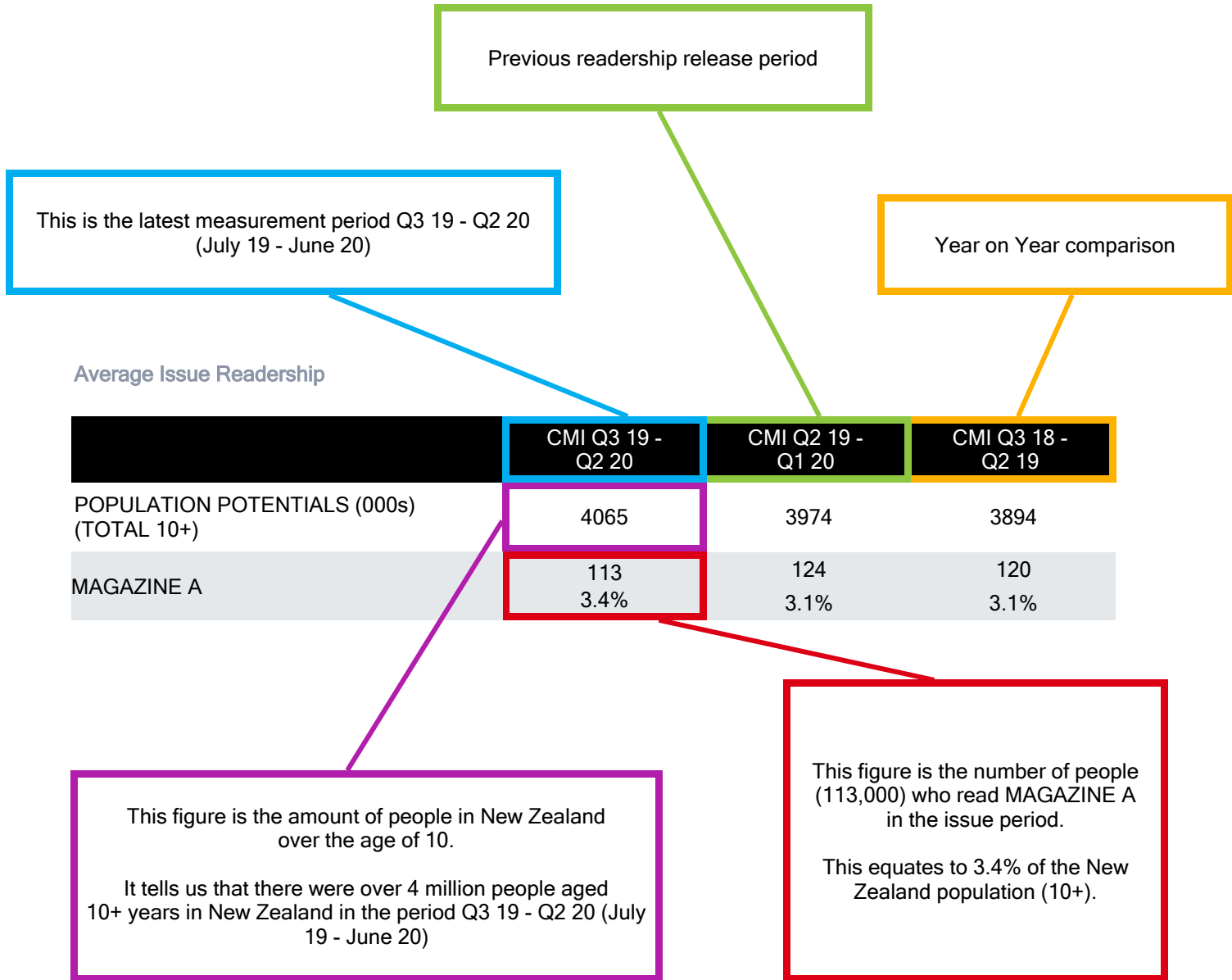
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 10 September 2020

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



This figure is the amount of people in New Zealand over the age of 10.

It tells us that there were over 4 million people aged 10+ years in New Zealand in the period Q3 19 - Q2 20 (July 19 - June 20)

This figure is the number of people (113,000) who read MAGAZINE A in the issue period.

This equates to 3.4% of the New Zealand population (10+).

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 19 - Q2 20

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
POPULATION POTENTIALS (000s)	4,281	4,281	4,251
TOTAL SAMPLE 10+	10,278	10,314	10,323

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
TIME	130 3.0%	122 2.9%	125 2.9%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
AVENUES	57 1.3%	69 1.6%	73 1.7%
DEALS ON WHEELS/FARM TRADER	124 2.9%	137 3.2%	108 2.5%
MINDFOOD	214 5.0%	241 5.6%	232 5.5%
MOTORHOMES, CARAVANS & DESTINATIONS	81 1.9%	78 1.8%	67 1.6%
NEW ZEALAND LIFESTYLE BLOCK	78 1.8%	79 1.8%	68 1.6%
NORTH & SOUTH	170 4.0%	196 4.6%	208 4.9%
READER'S DIGEST	181 4.2%	176 4.1%	189 4.4%
SKYWATCH	385 9.0%	405 9.5%	435 10.2%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
ABODE	24 0.6%		
CUISINE	251 5.9%	280 6.5%	273 6.4%
DISH	155 3.6%	162 3.8%	163 3.8%
HOMESTYLE	104 2.4%	100 2.3%	106 2.5%
NEW ZEALAND GEOGRAPHIC	342 8.0%	330 7.7%	333 7.8%
NZ LIFE & LEISURE	122 2.9%	132 3.1%	124 2.9%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
AA DIRECTIONS	921 21.5%	900 21.0%	907 21.3%
FAMILY TIMES	59 1.4%		
GOOD	58 1.4%	49 1.1%	37 0.9%
HUNTING & FISHING NEW ZEALAND	499 11.7%	585 13.7%	495 11.6%
OHBABY!	86 2.0%	81 1.9%	85 2.0%
THE WORD FOR TODAY	165 3.9%	158 3.7%	176 4.1%
WORD FOR YOU TODAY	66 1.5%	55 1.3%	63 1.5%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 19 - Q2 20	CMI Q2 19 - Q1 20	CMI Q3 18 - Q2 19
HABITAT	217 5.1%	233 5.4%	213 5.0%