

Q4 2019 - Q3
2020

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2019 - Q3 2020

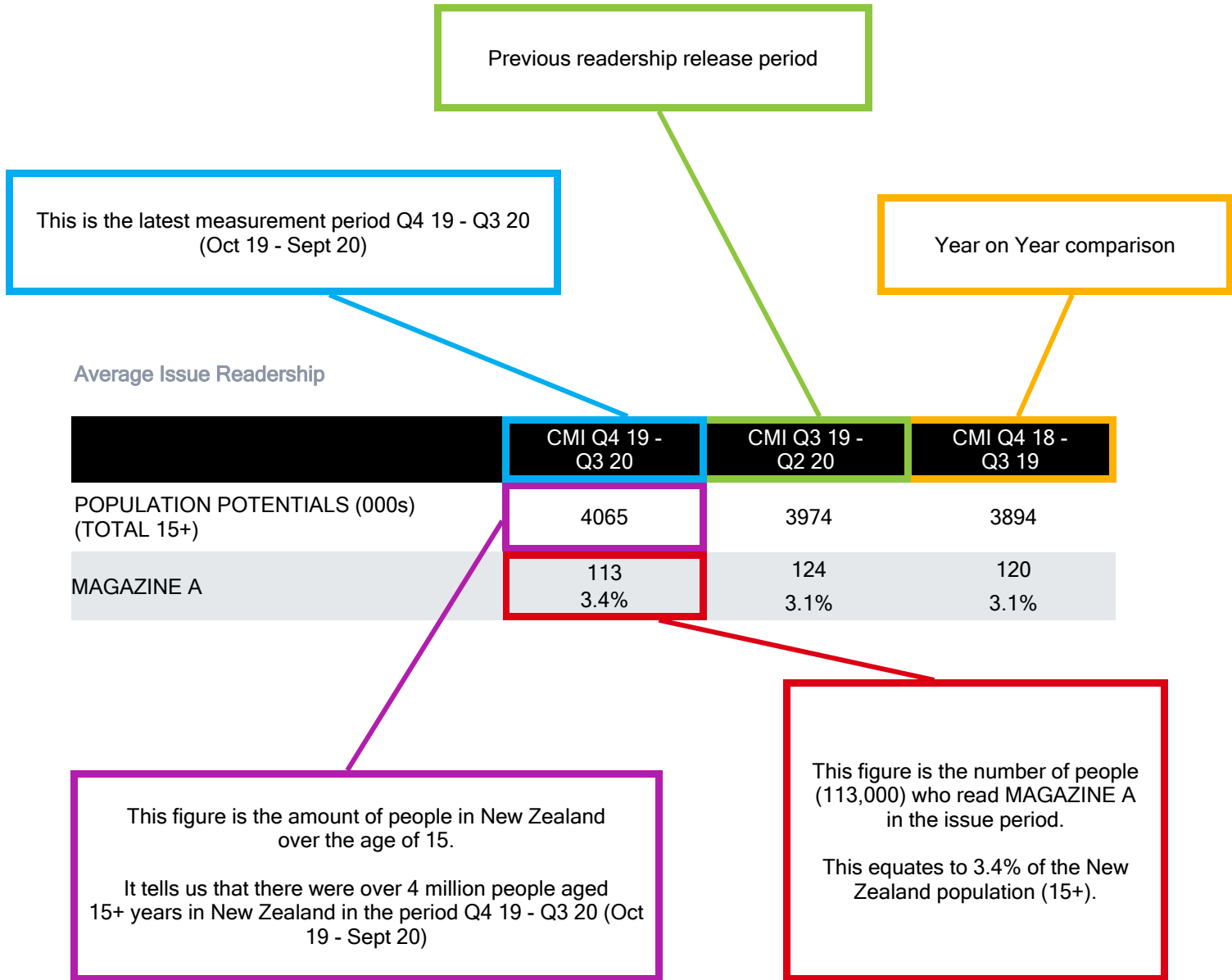
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 26 November 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



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 19 - Q3 20

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
POPULATION POTENTIALS (000s)	3,958	3,958	3,940
TOTAL SAMPLE 15+	10,091	10,131	10,122

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
NEW ZEALAND LISTENER	147 3.7%		195 4.9%
NEW ZEALAND WOMAN'S WEEKLY	383 9.7%		499 12.7%
THE TV GUIDE	298 7.5%		277 7.0%
TIME	135 3.4%	128 3.2%	130 3.3%
WOMAN'S DAY	353 8.9%		492 12.5%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
AVENUES	58 1.5%	57 1.4%	62 1.6%
DEALS ON WHEELS/FARM TRADER	101 2.5%	120 3.0%	112 2.8%
KIA ORA	282 7.1%		435 11.0%
MINDFOOD	187 4.7%		232 5.9%
MOTORHOMES, CARAVANS & DESTINATIONS	72 1.8%	77 1.9%	74 1.9%
NEW ZEALAND GARDENER	284 7.2%		274 7.0%
NEW ZEALAND LIFESTYLE BLOCK	73 1.8%	74 1.9%	77 2.0%
NORTH & SOUTH	150 3.8%	168 4.2%	200 5.1%
NZ HOUSE & GARDEN	393 9.9%		465 11.8%
READER'S DIGEST	188 4.8%	178 4.5%	171 4.3%
SKYWATCH	344 8.7%	349 8.8%	401 10.2%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	420 10.6%		450 11.4%
YOUR HOME AND GARDEN	160 4.0%		231 5.9%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
ABODE	22 0.6%	24 0.6%	
CUISINE	235 5.9%	247 6.2%	269 6.8%
DISH	153 3.9%	148 3.8%	161 4.1%
HOME NZ	85 2.2%		101 2.6%
HOMESTYLE	93 2.3%	100 2.5%	102 2.6%
NEW ZEALAND GEOGRAPHIC	333 8.4%	325 8.2%	297 7.5%
NZ LIFE & LEISURE	98 2.5%	111 2.8%	131 3.3%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
66 MAGAZINE	23 0.6%		
AA DIRECTIONS	898 22.7%	916 23.1%	900 22.8%
FAMILY TIMES	56 1.4%	54 1.4%	
FASHION QUARTERLY	138 3.5%		159 4.0%
GOOD	52 1.3%	49 1.2%	37 0.9%
HUNTING & FISHING NEW ZEALAND	426 10.8%	434 11.0%	469 11.9%
OHBABY!	77 1.9%	86 2.2%	89 2.3%
THE WORD FOR TODAY	167 4.2%	163 4.1%	166 4.2%
WORD FOR YOU TODAY	73 1.9%	66 1.7%	61 1.5%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 19 - Q3 20	CMI Q3 19 - Q2 20	CMI Q4 18 - Q3 19
HABITAT	222 5.6%	208 5.3%	203 5.2%