

Q4 2019 - Q3
2020

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

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

UPDATE:

Please note that as of YE Q3 2020 these topline are based on All People 15+

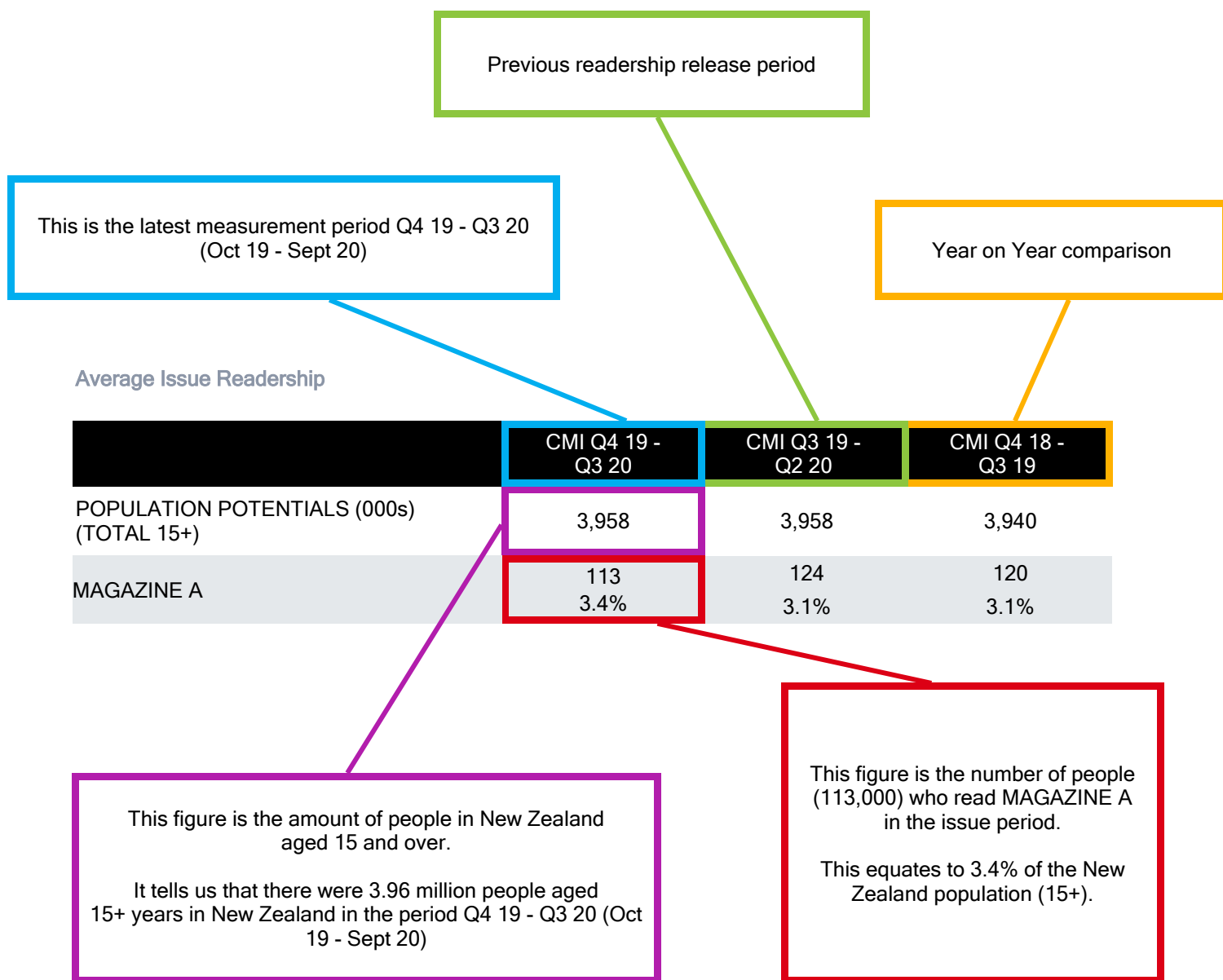
EMBARGO:

Please also 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 the Helpdesk via nzmediahelpdesk@nielsen.com

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
THE TV GUIDE	298 7.5%		277 7.0%
TIME	135 3.4%	128 3.2%	130 3.3%

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%
MINDFOOD	187 4.7%	198 5.0%	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%
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%

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%
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%	
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%