

Q1 2020 - Q4  
2020

# NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q1 2020 - Q4 2020

### UPDATE:

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

### DELETED:

SKYWATCH

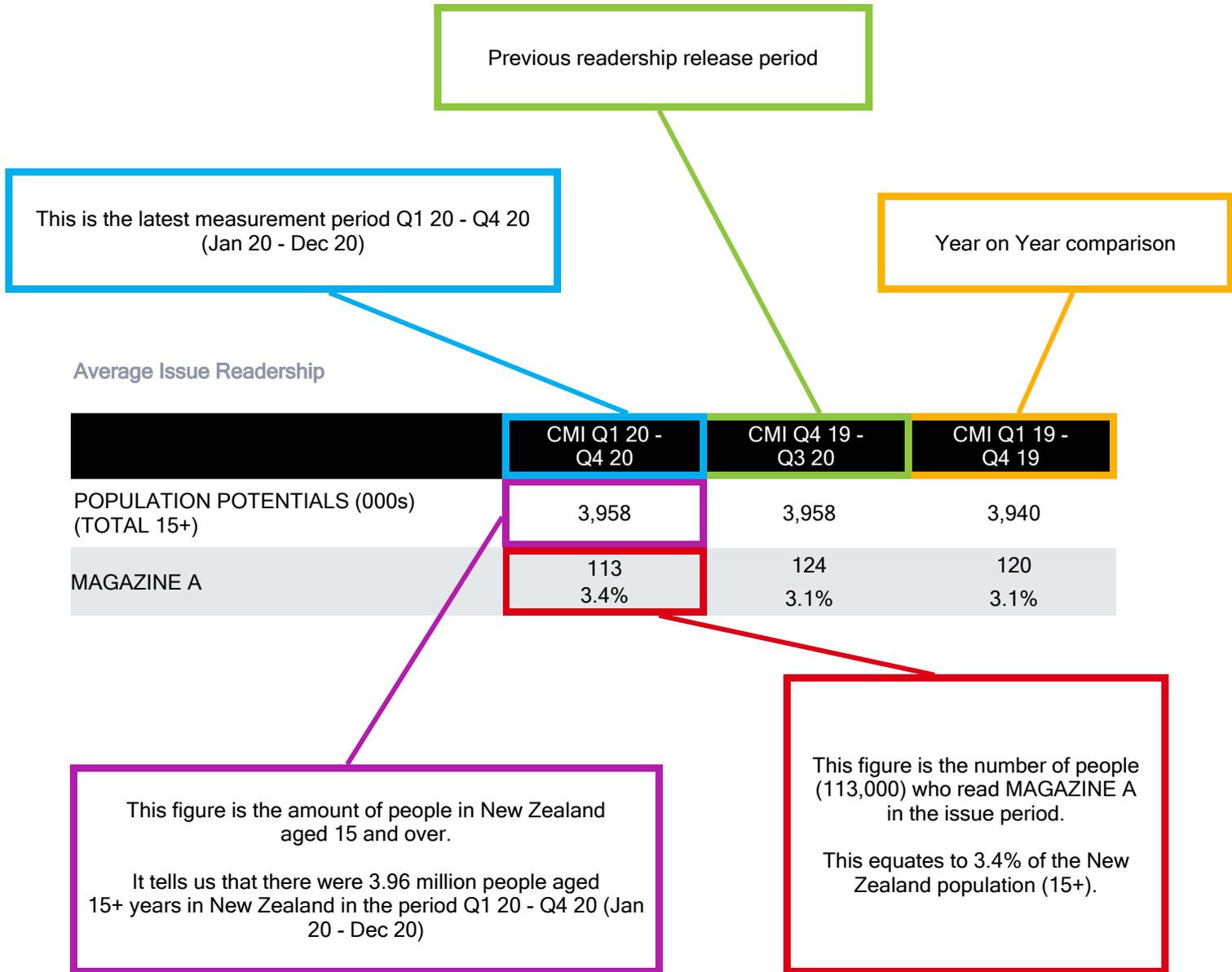
### EMBARGO:

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 4 March 2021

### FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact the Helpdesk via [nzmediahelpdesk@nielsen.com](mailto: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

## Q1 20 - Q4 20

# MAGAZINE TOPLINES

## AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
POPULATION POTENTIALS (000s)	3,958	3,958	3,940
TOTAL SAMPLE 15+	10,057	10,091	10,127

## WEEKLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE TV GUIDE	305 7.7%	298 7.5%	285 7.2%
TIME	141 3.6%	135 3.4%	128 3.2%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
AVENUES	50 1.3%	58 1.5%	65 1.6%
DEALS ON WHEELS/FARM TRADER	92 2.3%	101 2.5%	124 3.2%
MINDFOOD	178 4.5%	187 4.7%	223 5.7%
MOTORHOMES, CARAVANS & DESTINATIONS	77 2.0%	72 1.8%	71 1.8%
NEW ZEALAND GARDENER	260 6.6%	284 7.2%	272 6.9%
NEW ZEALAND LIFESTYLE BLOCK	70 1.8%	73 1.8%	78 2.0%
NZ HORSE & PONY	34 0.9%		38 1.0%
NZ HOUSE & GARDEN	357 9.0%	393 9.9%	475 12.0%

## MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
READER'S DIGEST	189 4.8%	188 4.8%	171 4.3%

## BI-MONTHLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
ABODE	19 0.5%	22 0.6%	
CUISINE	222 5.6%	235 5.9%	264 6.7%
DISH	147 3.7%	153 3.9%	164 4.2%
GOOD	50 1.3%	52 1.3%	43 1.1%
HOMESTYLE	79 2.0%	93 2.3%	103 2.6%
NEW ZEALAND GEOGRAPHIC	334 8.4%	333 8.4%	307 7.8%
NZ LIFE & LEISURE	90 2.3%	98 2.5%	134 3.4%

## QUARTERLY MAGAZINES

## AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
AA DIRECTIONS	937 23.7%	898 22.7%	884 22.4%
FAMILY TIMES	59 1.5%	56 1.4%	
HUNTING & FISHING NEW ZEALAND	407 10.3%	426 10.8%	511 13.0%
OHBABY!	78 2.0%	77 1.9%	89 2.3%

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
THE WORD FOR TODAY	175 4.4%	167 4.2%	163 4.1%
WORD FOR YOU TODAY	72 1.8%	73 1.9%	64 1.6%

## SIX-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q1 20 - Q4 20	CMI Q4 19 - Q3 20	CMI Q1 19 - Q4 19
HABITAT	231 5.8%	222 5.6%	218 5.5%