

Q4 2020 - Q3
2021

NIELSEN NATIONAL READERSHIP SURVEY

Magazine Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q4 2020 - Q3 2021

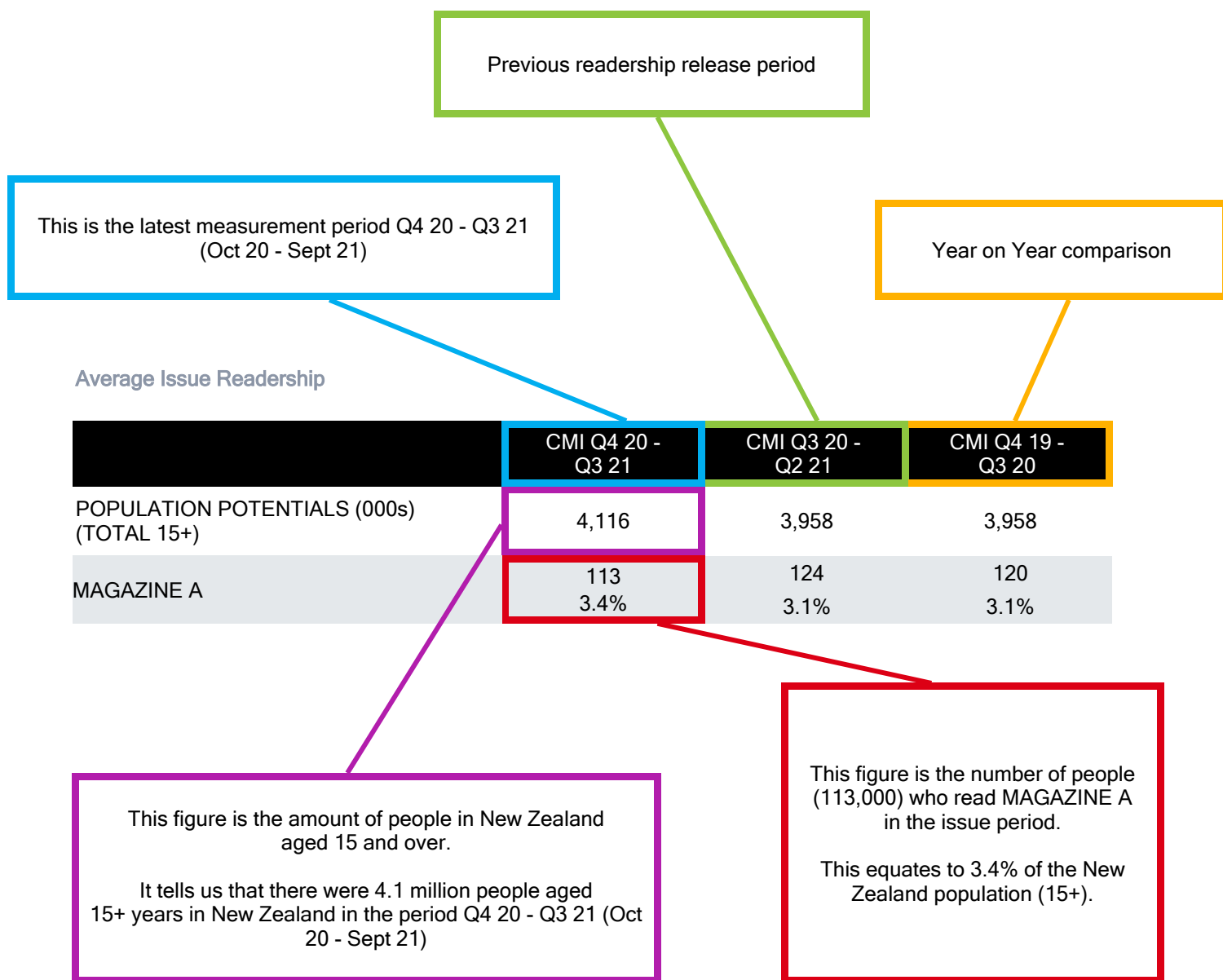
EMBARGO

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 25 November 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

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 20 - Q3 21

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
POPULATION POTENTIALS (000s)	4,116	4,116	3,958
TOTAL SAMPLE 15+	10,004	10,011	10,091

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
NEW ZEALAND LISTENER	225 5.5%		
NEW ZEALAND WOMAN'S WEEKLY	464 11.3%		
THE TV GUIDE	352 8.6%	355 8.6%	298 7.5%
WOMAN'S DAY	388 9.4%		

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
AVENUES	47 1.1%	49 1.2%	58 1.5%
DEALS ON WHEELS/FARM TRADER	136 3.3%	126 3.0%	101 2.5%
KIA ORA	300 7.3%		
KIWI GARDENER	106 2.6%	93 2.3%	
MINDFOOD	176 4.3%	174 4.2%	187 4.7%
MOTORHOMES, CARAVANS & DESTINATIONS	100 2.4%	91 2.2%	72 1.8%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
NEW ZEALAND GARDENER	254 6.2%	261 6.3%	284 7.2%
NEW ZEALAND LIFESTYLE BLOCK	64 1.6%	67 1.6%	73 1.8%
NORTH & SOUTH	154 3.7%		
NZ HORSE & PONY	42 1.0%	44 1.1%	
NZ HOUSE & GARDEN	392 9.5%	365 8.9%	393 9.9%
READER'S DIGEST	265 6.4%	249 6.0%	188 4.8%
RUGBY NEWS	121 2.9%	130 3.2%	
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	491 11.9%	441 10.7%	
YOUR HOME AND GARDEN	101 2.4%		

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
ABODE	25 0.6%	23 0.6%	22 0.6%
CUISINE	251 6.1%	237 5.8%	235 5.9%
DISH	159 3.9%	161 3.9%	153 3.9%
GOOD	47 1.1%	55 1.3%	52 1.3%
HOME NZ	98 2.4%	93 2.3%	
HOMESTYLE	84 2.0%	71 1.7%	93 2.3%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
NEW ZEALAND GEOGRAPHIC	411 10.0%	390 9.5%	333 8.4%
NZ LIFE & LEISURE	82 2.0%	82 2.0%	98 2.5%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
AA DIRECTIONS	991 24.1%	988 24.0%	898 22.7%
FAMILY TIMES	78 1.9%	74 1.8%	56 1.4%
FASHION QUARTERLY	130 3.2%		
HUNTING & FISHING NEW ZEALAND	502 12.2%	473 11.5%	426 10.8%
OHBABY!	93 2.3%	94 2.3%	77 1.9%
THE WORD FOR TODAY	209 5.1%	206 5.0%	167 4.2%
WORD FOR YOU TODAY	36 0.9%	54 1.3%	73 1.9%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q4 20 - Q3 21	CMI Q3 20 - Q2 21	CMI Q4 19 - Q3 20
HABITAT	229 5.6%	234 5.7%	222 5.6%