



Nielsen National Readership Report

Magazine Toplines

Q1 2021 - Q4 2021

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2021 - Q4 2021

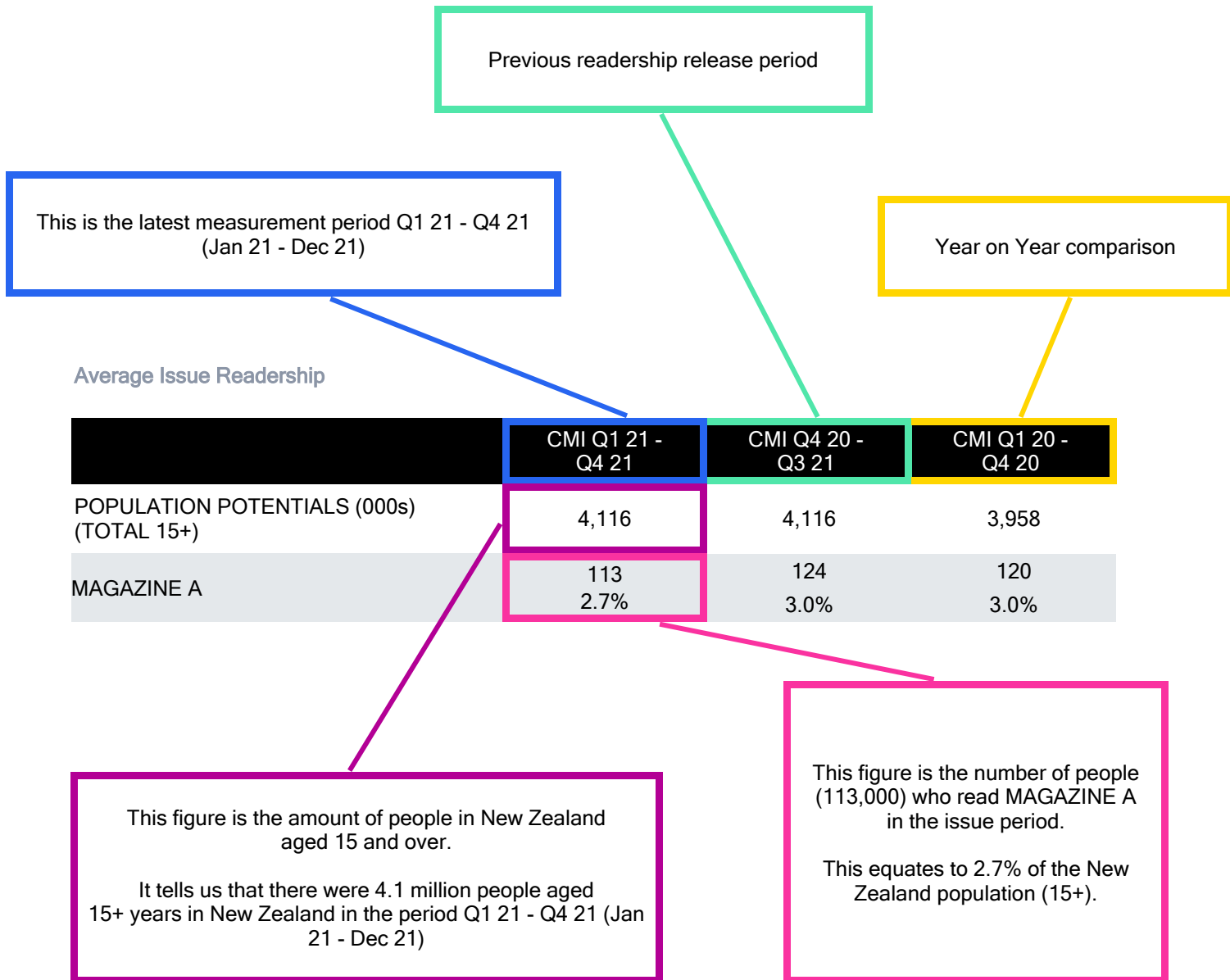
EMBARGO

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 3 March 2022

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 Q1 21 - Q4 21

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
POPULATION POTENTIALS (000s)	4,116	4,116	3,958
TOTAL SAMPLE 15+	10,011	10,004	10,057

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
NEW ZEALAND LISTENER	231 5.6%	225 5.5%	
NEW ZEALAND WOMAN'S WEEKLY	454 11.0%	464 11.3%	
THE TV GUIDE	359 8.7%	352 8.6%	305 7.7%
WOMAN'S DAY	372 9.0%	388 9.4%	

FORTNIGHTLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
WOMAN	88 2.1%		

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
AVENUES	48 1.2%	47 1.1%	50 1.3%
DEALS ON WHEELS/FARM TRADER	125 3.0%	136 3.3%	92 2.3%
KIA ORA	281 6.8%	300 7.3%	

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
KIWI GARDENER	110 2.7%	106 2.6%	
MINDFOOD	174 4.2%	176 4.3%	178 4.5%
MOTORHOMES, CARAVANS & DESTINATIONS	96 2.3%	100 2.4%	77 2.0%
NEW ZEALAND GARDENER	252 6.1%	254 6.2%	260 6.6%
NEW ZEALAND LIFESTYLE BLOCK	69 1.7%	64 1.6%	70 1.8%
NORTH & SOUTH	157 3.8%	154 3.7%	
NZ HORSE & PONY	45 1.1%	42 1.0%	34 0.9%
NZ HOUSE & GARDEN	412 10.0%	392 9.5%	357 9.0%
READER'S DIGEST	259 6.3%	265 6.4%	189 4.8%
RUGBY NEWS	111 2.7%	121 2.9%	
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	477 11.6%	491 11.9%	
YOUR HOME AND GARDEN	101 2.5%	101 2.4%	

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
ABODE	24 0.6%	25 0.6%	19 0.5%
CUISINE	245 5.9%	251 6.1%	222 5.6%
DISH	163 3.9%	159 3.9%	147 3.7%
GOOD	43 1.0%	47 1.1%	50 1.3%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
HOME NZ	93 2.3%	98 2.4%	
HOMESTYLE	87 2.1%	84 2.0%	79 2.0%
NEW ZEALAND GEOGRAPHIC	407 9.9%	411 10.0%	334 8.4%
NZ LIFE & LEISURE	83 2.0%	82 2.0%	90 2.3%

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
AA DIRECTIONS	956 23.2%	991 24.1%	937 23.7%
FAMILY TIMES	71 1.7%	78 1.9%	59 1.5%
FASHION QUARTERLY	136 3.3%	130 3.2%	
HUNTING & FISHING NEW ZEALAND	482 11.7%	502 12.2%	407 10.3%
OHBABY!	91 2.2%	93 2.3%	78 2.0%
THE WORD FOR TODAY	209 5.1%	209 5.1%	175 4.4%
VIVA MAGAZINE	146 3.5%		
WORD FOR YOU TODAY	22 0.5%	36 0.9%	72 1.8%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 21 - Q4 21	CMI Q4 20 - Q3 21	CMI Q1 20 - Q4 20
HABITAT	218 5.3%	229 5.6%	231 5.8%