



# Nielsen National Readership Report

Magazine Toplines

Q4 2021 - Q3 2022

# ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q4 2021 - Q3 2022

## 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 10 November 2022

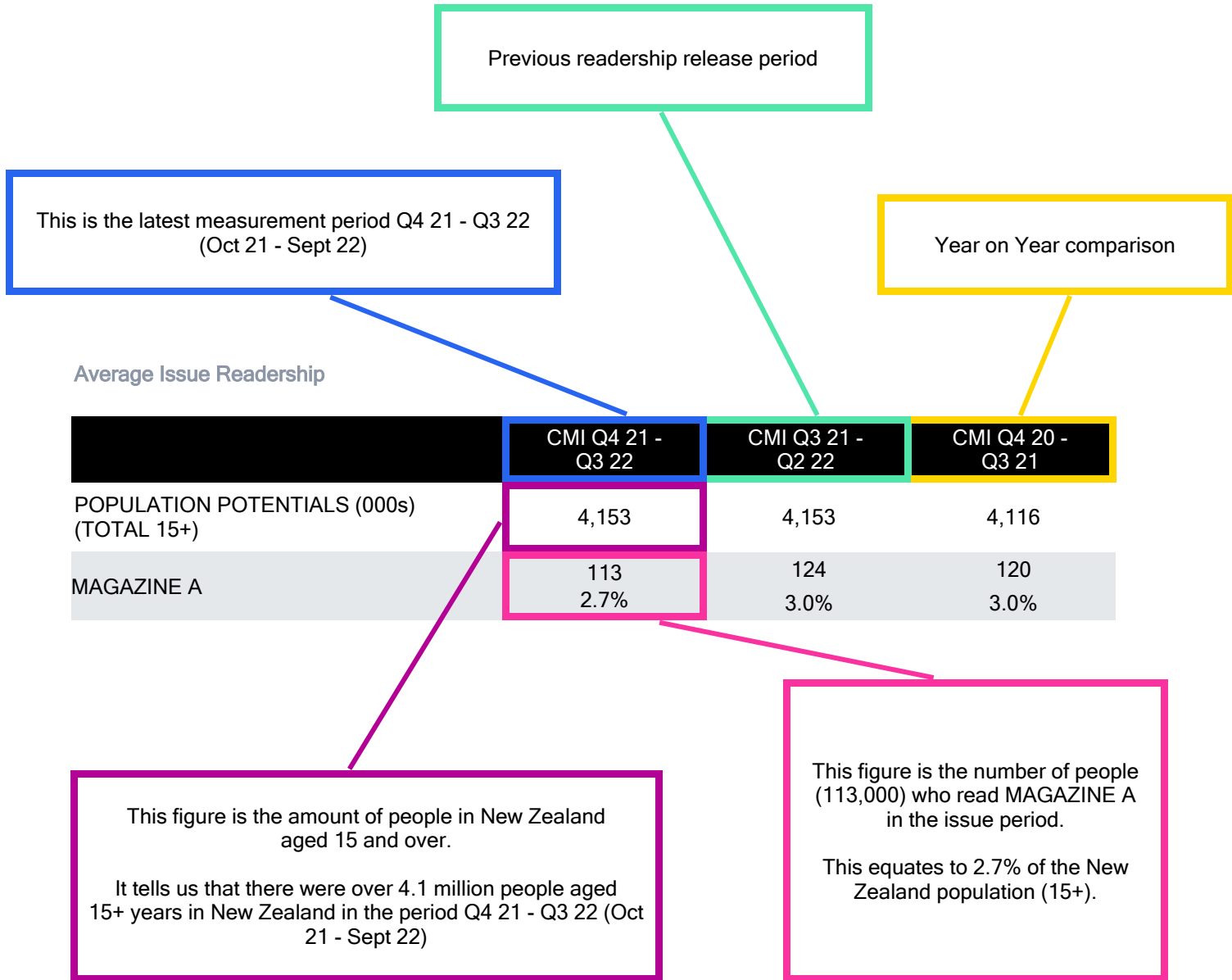
## NEW

NZ Hunter Magazine  
New Zealand Trucking

## 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

## Q4 21 - Q3 22

# MAGAZINE TOPLINES

## AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
POPULATION POTENTIALS (000s)	4,153	4,153	4,116
TOTAL SAMPLE 15+	10,022	10,023	10,004

## WEEKLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
NEW ZEALAND LISTENER	231 5.6%	237 5.7%	225 5.5%
NEW ZEALAND WOMAN'S WEEKLY	435 10.5%	445 10.7%	464 11.3%
THE TV GUIDE	362 8.7%	353 8.5%	352 8.6%
WOMAN'S DAY	349 8.4%	370 8.9%	388 9.4%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
DEALS ON WHEELS/FARM TRADER	111 2.7%	122 2.9%	136 3.3%
KIA ORA	268 6.5%	264 6.4%	300 7.3%
KIWI GARDENER	109 2.6%	115 2.8%	106 2.6%
MINDFOOD	174 4.2%	172 4.1%	176 4.3%
MOTORHOMES, CARAVANS & DESTINATIONS	76 1.8%	79 1.9%	100 2.4%
NEW ZEALAND GARDENER	245 5.9%	251 6.0%	254 6.2%

## MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
NEW ZEALAND LIFESTYLE BLOCK	68 1.6%	73 1.8%	64 1.6%
NEW ZEALAND TRUCKING	74 1.8%		
NORTH & SOUTH	153 3.7%	160 3.9%	154 3.7%
NZ HOUSE & GARDEN	382 9.2%	394 9.5%	392 9.5%
READER'S DIGEST	256 6.2%	262 6.3%	265 6.4%
RUGBY NEWS	106 2.5%	90 2.2%	121 2.9%
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	430 10.4%	459 11.0%	491 11.9%
WOMAN	54 1.3%	72 1.7%	
YOUR HOME AND GARDEN	102 2.5%	101 2.4%	101 2.4%

## BI-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
CUISINE	231 5.6%	237 5.7%	251 6.1%
DISH	187 4.5%	182 4.4%	159 3.9%
GOOD	34 0.8%	34 0.8%	47 1.1%
HOME NZ	105 2.5%	105 2.5%	98 2.4%
HOMESTYLE	89 2.1%	87 2.1%	84 2.0%
NEW ZEALAND GEOGRAPHIC	398 9.6%	391 9.4%	411 10.0%
NZ HUNTER MAGAZINE	125 3.0%		

## BI-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
NZ LIFE & LEISURE	88 2.1%	87 2.1%	82 2.0%
NZ RUGBY WORLD	153 3.7%	145 3.5%	

## QUARTERLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
AA DIRECTIONS	861 20.7%	899 21.6%	991 24.1%
FAMILY TIMES	66 1.6%	65 1.6%	78 1.9%
FASHION QUARTERLY	143 3.5%	143 3.4%	130 3.2%
HUNTING & FISHING NEW ZEALAND	487 11.7%	480 11.6%	502 12.2%
OHBABY!	97 2.3%	89 2.2%	93 2.3%
THE WORD FOR TODAY	187 4.5%	201 4.8%	209 5.1%
VIVA MAGAZINE	146 3.5%	150 3.6%	
WORD FOR YOU TODAY	36 0.9%	34 0.8%	36 0.9%

## SIX-MONTHLY MAGAZINES

### AVERAGE ISSUE READERSHIP

	CMI Q4 21 - Q3 22	CMI Q3 21 - Q2 22	CMI Q4 20 - Q3 21
HABITAT	283 6.8%	260 6.3%	229 5.6%