



Nielsen National Readership Report

Magazine Toplines

Q1 2022 - Q4 2022

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2022 - Q4 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 2 March 2023

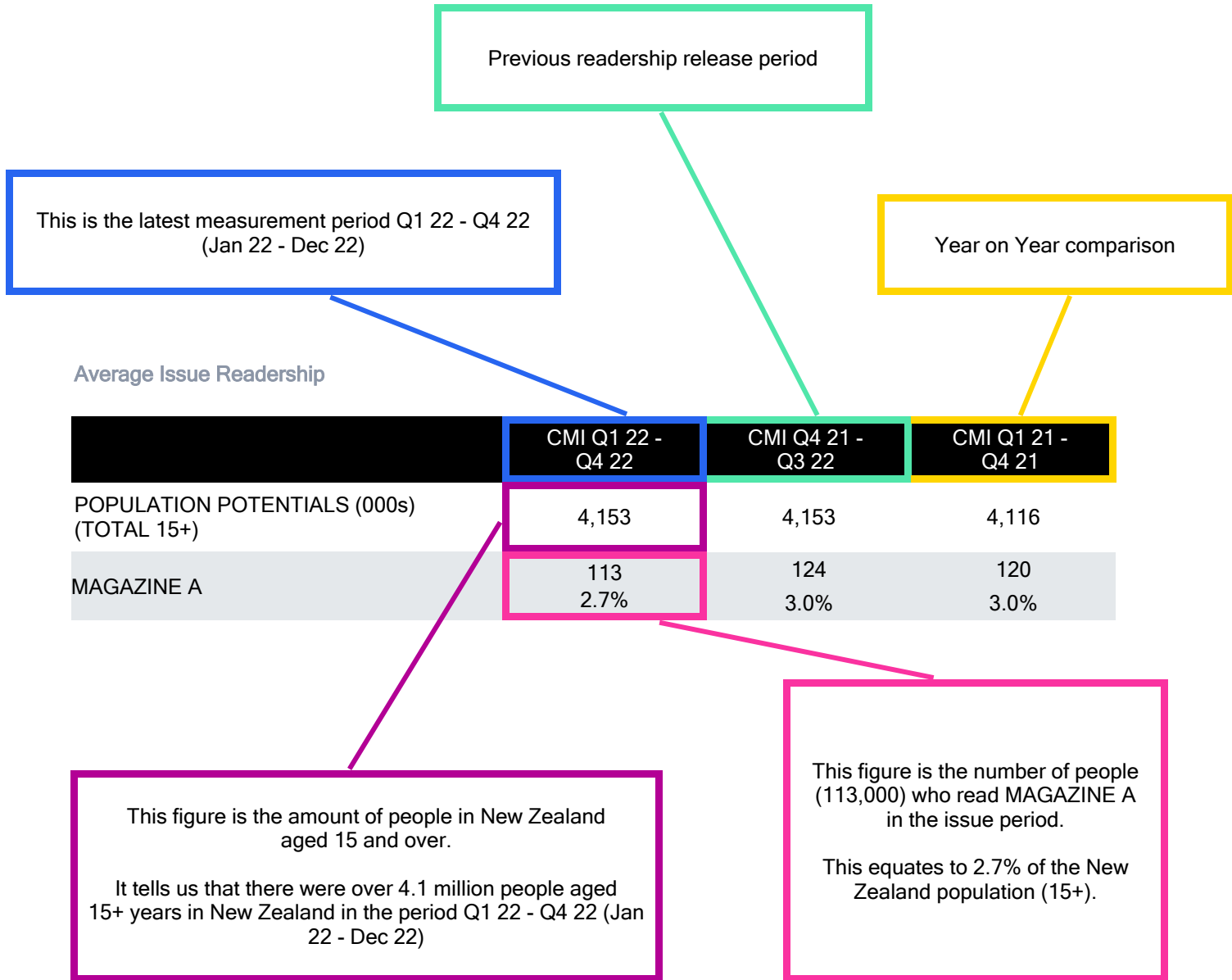
NEW

The Motor Caravanner
Style

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 22 - Q4 22

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
POPULATION POTENTIALS (000s)	4,153	4,153	4,116
TOTAL SAMPLE 15+	10,003	10,022	10,011

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
NEW ZEALAND LISTENER	229 5.5%	231 5.6%	231 5.6%
NEW ZEALAND WOMAN'S WEEKLY	450 10.8%	435 10.5%	454 11.0%
THE TV GUIDE	352 8.5%	362 8.7%	359 8.7%
WOMAN'S DAY	357 8.6%	349 8.4%	372 9.0%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
DEALS ON WHEELS/FARM TRADER	126 3.0%	111 2.7%	125 3.0%
KIA ORA	333 8.0%	268 6.5%	281 6.8%
KIWI GARDENER	111 2.7%	109 2.6%	110 2.7%
MINDFOOD	173 4.2%	174 4.2%	174 4.2%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.8%	76 1.8%	96 2.3%
NEW ZEALAND GARDENER	259 6.2%	245 5.9%	252 6.1%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
NEW ZEALAND LIFESTYLE BLOCK	69 1.7%	68 1.6%	69 1.7%
NEW ZEALAND TRUCKING	81 2.0%	74 1.8%	
NORTH & SOUTH	155 3.7%	153 3.7%	157 3.8%
NZ HOUSE & GARDEN	372 9.0%	382 9.2%	412 10.0%
READER'S DIGEST	254 6.1%	256 6.2%	259 6.3%
RUGBY NEWS	114 2.7%	106 2.5%	111 2.7%
STYLE	54 1.3%		
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	433 10.4%	430 10.4%	477 11.6%
YOUR HOME AND GARDEN	104 2.5%	102 2.5%	101 2.5%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
CUISINE	245 5.9%	231 5.6%	245 5.9%
DISH	196 4.7%	187 4.5%	163 3.9%
GOOD	33 0.8%	34 0.8%	43 1.0%
HOME NZ	108 2.6%	105 2.5%	93 2.3%
HOMESTYLE	97 2.3%	89 2.1%	87 2.1%
NEW ZEALAND GEOGRAPHIC	407 9.8%	398 9.6%	407 9.9%
NZ LIFE & LEISURE	92 2.2%	88 2.1%	83 2.0%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
NZ RUGBY WORLD	163 3.9%	153 3.7%	
THE MOTOR CARAVANNER	138 3.3%		

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
AA DIRECTIONS	829 20.0%	861 20.7%	956 23.2%
FAMILY TIMES	72 1.7%	66 1.6%	71 1.7%
FASHION QUARTERLY	144 3.5%	143 3.5%	136 3.3%
HUNTING & FISHING NEW ZEALAND	502 12.1%	487 11.7%	482 11.7%
OHBABY!	101 2.4%	97 2.3%	91 2.2%
THE WORD FOR TODAY	188 4.5%	187 4.5%	209 5.1%
WORD FOR YOU TODAY	36 0.9%	36 0.9%	22 0.5%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 22 - Q4 22	CMI Q4 21 - Q3 22	CMI Q1 21 - Q4 21
HABITAT	301 7.3%	283 6.8%	218 5.3%