



Nielsen National Readership Report

Magazine Toplines

Q2 2022 - Q1 2023

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2022 - Q1 2023

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 15 June 2023

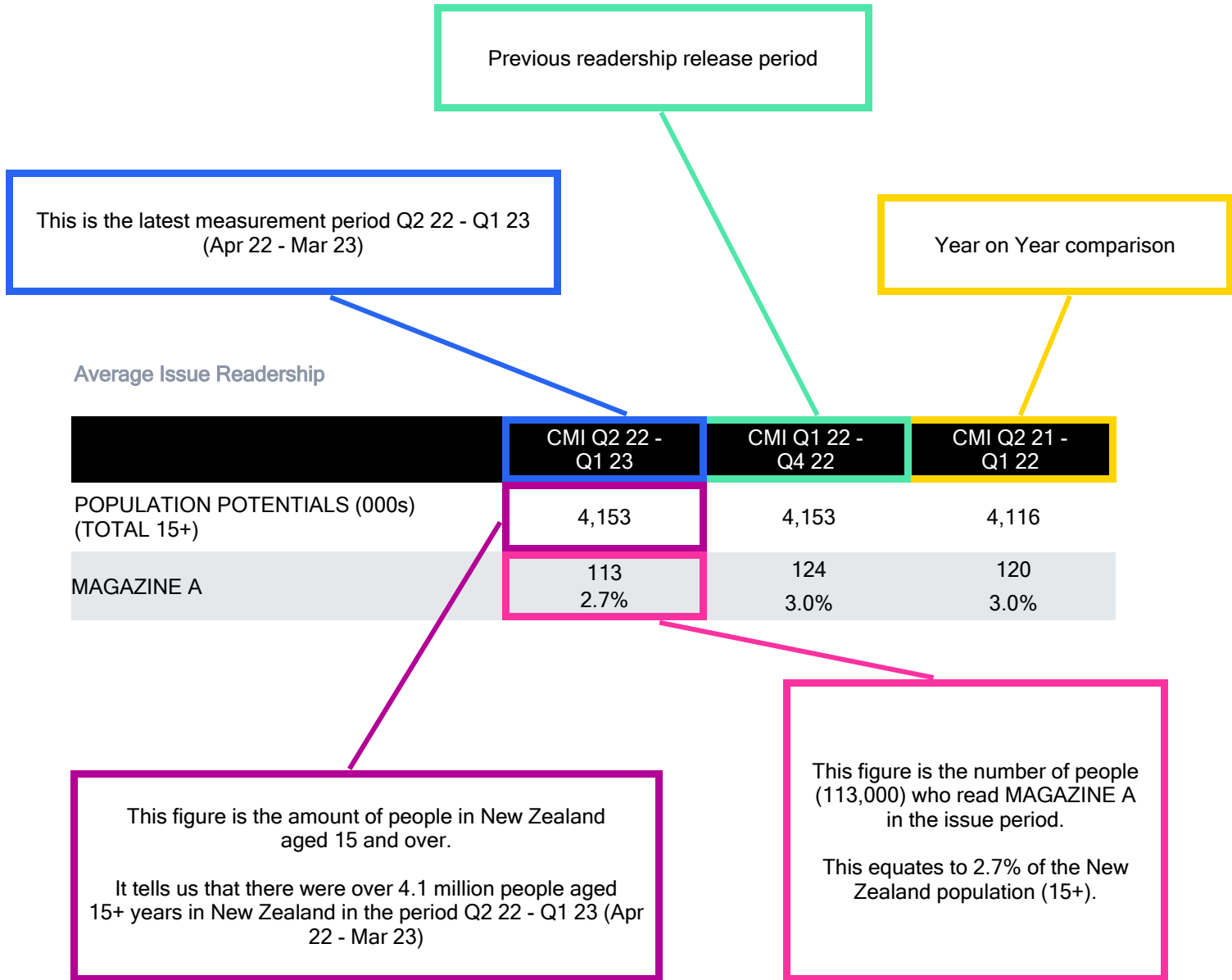
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Family Times

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

Q2 22 - Q1 23

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
POPULATION POTENTIALS (000s)	4,158	4,153	4,153
TOTAL SAMPLE 15+	10,002	10,003	10,022

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
NEW ZEALAND LISTENER	232 5.6%	229 5.5%	240 5.8%
NEW ZEALAND WOMAN'S WEEKLY	461 11.1%	450 10.8%	452 10.9%
THE TV GUIDE	359 8.6%	352 8.5%	360 8.7%
WOMAN'S DAY	364 8.7%	357 8.6%	359 8.6%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
DEALS ON WHEELS/FARM TRADER	126 3.0%	126 3.0%	122 2.9%
KIA ORA	372 9.0%	333 8.0%	265 6.4%
KIWI GARDENER	104 2.5%	111 2.7%	114 2.7%
MINDFOOD	194 4.7%	173 4.2%	167 4.0%
MOTORHOMES, CARAVANS & DESTINATIONS	71 1.7%	75 1.8%	88 2.1%
NEW ZEALAND GARDENER	261 6.3%	259 6.2%	260 6.3%

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
NEW ZEALAND LIFESTYLE BLOCK	66 1.6%	69 1.7%	73 1.8%
NEW ZEALAND TRUCKING	79 1.9%	81 2.0%	
NORTH & SOUTH	150 3.6%	155 3.7%	156 3.8%
NZ HOUSE & GARDEN	378 9.1%	372 9.0%	406 9.8%
READER'S DIGEST	238 5.7%	254 6.1%	272 6.6%
RUGBY NEWS	123 2.9%	114 2.7%	93 2.2%
STYLE	60 1.4%	54 1.3%	
THE AUSTRALIAN WOMEN'S WEEKLY (NZ)	456 11.0%	433 10.4%	455 11.0%
YOUR HOME AND GARDEN	103 2.5%	104 2.5%	101 2.4%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
CUISINE	253 6.1%	245 5.9%	239 5.7%
DISH	210 5.0%	196 4.7%	163 3.9%
GOOD	39 0.9%	33 0.8%	35 0.8%
HOME NZ	109 2.6%	108 2.6%	93 2.2%
HOMESTYLE	113 2.7%	97 2.3%	80 1.9%
NEW ZEALAND GEOGRAPHIC	397 9.5%	407 9.8%	407 9.8%
NZ LIFE & LEISURE	91 2.2%	92 2.2%	87 2.1%

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
NZ RUGBY WORLD	157 3.8%	163 3.9%	
THE MOTOR CARAVANNER	131 3.1%	138 3.3%	

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
AA DIRECTIONS	826 19.9%	829 20.0%	931 22.4%
FASHION QUARTERLY	149 3.6%	144 3.5%	133 3.2%
HUNTING & FISHING NEW ZEALAND	512 12.3%	502 12.1%	478 11.5%
OHBABY!	104 2.5%	101 2.4%	86 2.1%
THE WORD FOR TODAY	196 4.7%	188 4.5%	202 4.9%
WORD FOR YOU TODAY	40 1.0%	36 0.9%	24 0.6%

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q2 22 - Q1 23	CMI Q1 22 - Q4 22	CMI Q2 21 - Q1 22
HABITAT	309 7.4%	301 7.3%	230 5.5%