



Nielsen National Readership Report

Magazine Toplines

Q3 2022 - Q2 2023

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2022 - Q2 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 7 September 2023

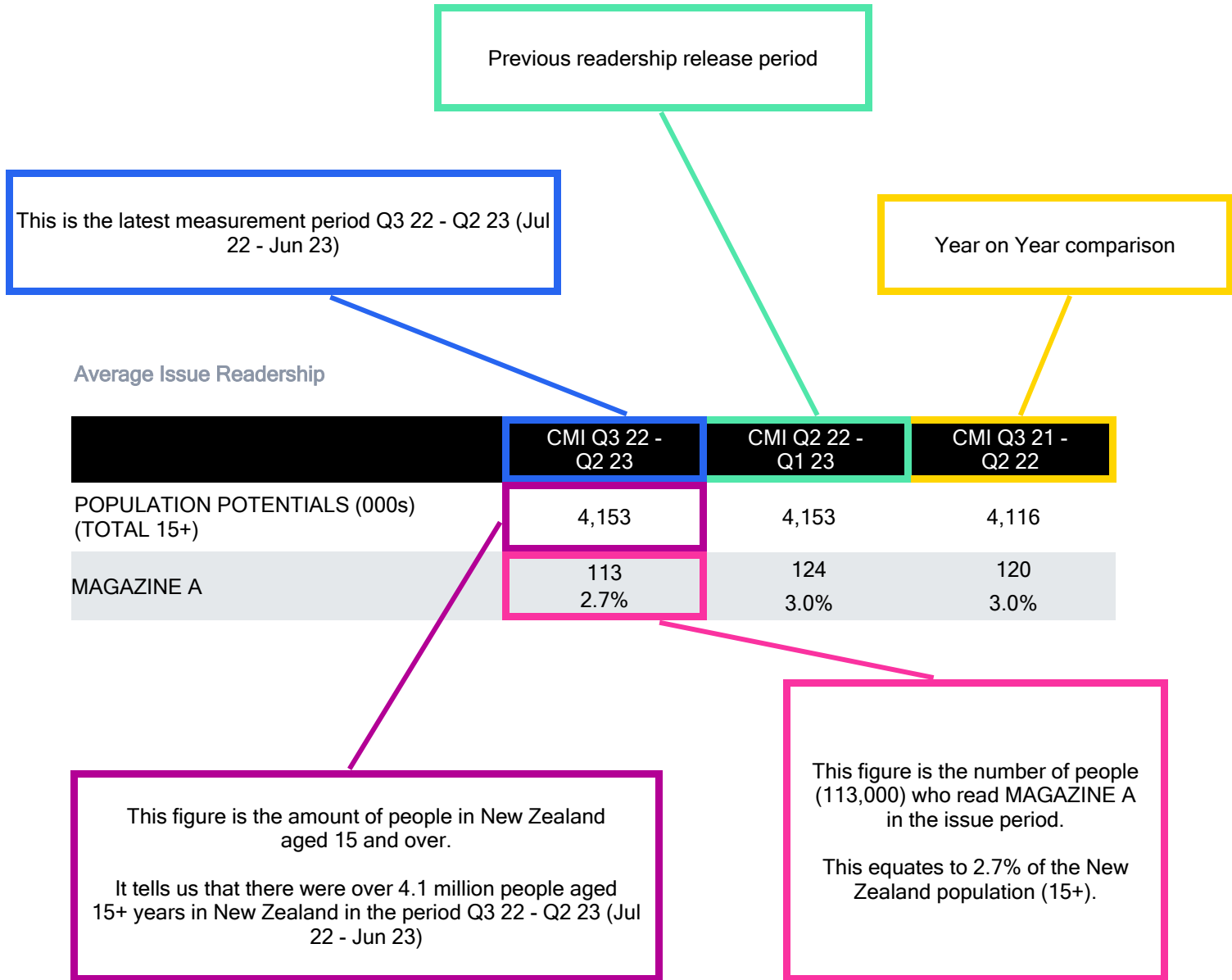
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Fashion Quarterly

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

Q3 22 - Q2 23

MAGAZINE TOPLINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|------------------------------|-------------------|-------------------|-------------------|
| POPULATION POTENTIALS (000s) | 4,158 | 4,158 | 4,153 |
| TOTAL SAMPLE 15+ | 10,002 | 10,002 | 10,023 |

WEEKLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|----------------------------|-------------------|-------------------|-------------------|
| NEW ZEALAND LISTENER | 216 5.2% | 232 5.6% | 237 5.7% |
| NEW ZEALAND WOMAN'S WEEKLY | 457 11.0% | 461 11.1% | 445 10.7% |
| THE TV GUIDE | 354 8.5% | 359 8.6% | 353 8.5% |
| WOMAN'S DAY | 371 8.9% | 364 8.7% | 370 8.9% |

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|-------------------------------------|-------------------|-------------------|-------------------|
| 03 (STYLE) | 53 1.3% | 60 1.4% | |
| DEALS ON WHEELS/FARM TRADER | 115 2.8% | 126 3.0% | 122 2.9% |
| KIA ORA | 399 9.6% | 372 9.0% | 264 6.4% |
| KIWI GARDENER | 101 2.4% | 104 2.5% | 115 2.8% |
| MINDFOOD | 193 4.6% | 194 4.7% | 172 4.1% |
| MOTORHOMES, CARAVANS & DESTINATIONS | 72 1.7% | 71 1.7% | 79 1.9% |

MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|---------------------------------------|----------------------|----------------------|----------------------|
| NEW ZEALAND GARDENER | 256 6.1% | 261 6.3% | 251 6.0% |
| NEW ZEALAND LIFESTYLE BLOCK | 65 1.6% | 66 1.6% | 73 1.8% |
| NEW ZEALAND TRUCKING | 72 1.7% | 79 1.9% | |
| NORTH & SOUTH | 140 3.4% | 150 3.6% | 160 3.9% |
| NZ HOUSE & GARDEN | 379 9.1% | 378 9.1% | 394 9.5% |
| READER'S DIGEST | 241 5.8% | 238 5.7% | 262 6.3% |
| RUGBY NEWS | 111 2.7% | 123 2.9% | 90 2.2% |
| THE AUSTRALIAN WOMEN'S WEEKLY (NZ) | 455 11.0% | 456 11.0% | 459 11.0% |
| YOUR HOME AND GARDEN | 110 2.6% | 103 2.5% | 101 2.4% |

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|------------------------|----------------------|----------------------|----------------------|
| CUISINE | 243 5.8% | 253 6.1% | 237 5.7% |
| DISH | 218 5.2% | 210 5.0% | 182 4.4% |
| GOOD | 32 0.8% | 39 0.9% | 34 0.8% |
| HOME NZ | 100 2.4% | 109 2.6% | 105 2.5% |
| HOMESTYLE | 127 3.1% | 113 2.7% | 87 2.1% |
| NEW ZEALAND GEOGRAPHIC | 379 9.1% | 397 9.5% | 391 9.4% |
| NZ LIFE & LEISURE | 92 2.2% | 91 2.2% | 87 2.1% |

BI-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|----------------------|----------------------|----------------------|----------------------|
| NZ RUGBY WORLD | 161 3.9% | 157 3.8% | 145 3.5% |
| THE MOTOR CARAVANNER | 137 3.3% | 131 3.1% | |

QUARTERLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|-------------------------------|----------------------|----------------------|----------------------|
| AA DIRECTIONS | 791 19.0% | 826 19.9% | 899 21.6% |
| HUNTING & FISHING NEW ZEALAND | 515 12.4% | 512 12.3% | 480 11.6% |
| OHBABY! | 106 2.5% | 104 2.5% | 89 2.2% |
| THE WORD FOR TODAY | 189 4.5% | 196 4.7% | 201 4.8% |
| WORD FOR YOU TODAY | 31 0.8% | 40 1.0% | 34 0.8% |

SIX-MONTHLY MAGAZINES

AVERAGE ISSUE READERSHIP

| | CMI Q3 22 - Q2 23 | CMI Q2 22 - Q1 23 | CMI Q3 21 - Q2 22 |
|---------|----------------------|----------------------|----------------------|
| HABITAT | 300 7.2% | 309 7.4% | 260 6.3% |