



Nielsen National Readership Report

Magazine Toplines

Q3 24 - Q2 25

Annotations

Release of Nielsen Consumer and Media Insights
Q3 24 - Q2 25

Embargo

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on **Thursday September 4th 2025**

Deletions

Deals On Wheels
Good

Further information

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Customer Experience team via nzmediahelpdesk@nielsen.com.



How to read this document

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
POPULATION POTENTIALS (000s) Total 15+	4,358	4,358	4,253
Magazine A	684 15.7%	706 16.2%	634 14.9%

This is the latest measurement period
Q3 24 - Q2 25

Previous readership release period

Year on Year comparison

This figure is the amount of people in New Zealand aged 15 and over. It tells us that there were over 4.3 million people aged 15+ years in New Zealand in the period Q3 24 - Q2 25

This figure is the number of people (684,000) who read MAGAZINE A in the issue period. This equates to 15.7% of the New Zealand population (15+).

Average Issue Readership is sometimes described as the number of people who read a "typical issue" within the issue period.

For more information on these definitions please contact Nielsen.

Year on year comparatives Q3 24 - Q2 25

Magazine Report - National

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Population Potentials (000s) Total 15+	4,358	4,358	4,253
Total Sample (15+)	10,004	10,004	10,008

Weekly Magazines

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
New Zealand Listener	213 4.9%	215 4.9%	199 4.7%
New Zealand Woman's Weekly	431 9.9%	419 9.6%	413 9.7%
The TV Guide	281 6.5%	270 6.2%	304 7.1%
Woman's Day	342 7.9%	330 7.6%	342 8.0%

Monthly Magazines

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Kia Ora	455 10.4%	469 10.8%	433 10.2%
Kiwi Gardener	123 2.8%	126 2.9%	112 2.6%
MiNDFOOD	231 5.3%	235 5.4%	213 5.0%
NZ House & Garden	380 8.7%	401 9.2%	374 8.8%
New Zealand Gardener	255 5.9%	264 6.1%	248 5.8%
New Zealand Trucking	88 2.0%	87 2.0%	78 1.8%
North & South	134 3.1%	144 3.3%	123 2.9%
Reader's Digest	245 5.6%	226 5.2%	233 5.5%
Rugby News	172 4.0%	140 3.2%	134 3.1%
The Australian Women's Weekly (NZ)	356 8.2%	343 7.9%	355 8.3%
Your Home and Garden	115 2.6%	114 2.6%	102 2.4%

Bi-Monthly Magazines

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Cuisine	285 6.5%	285 6.5%	262 6.2%
Dish	262 6.0%	265 6.1%	231 5.4%
HOME NZ	119 2.7%	122 2.8%	93 2.2%
New Zealand Geographic	416 9.5%	409 9.4%	388 9.1%
The Motor Caravanner	135 3.1%	136 3.1%	131 3.1%
homestyle	162 3.7%	155 3.6%	127 3.0%

Quarterly Magazines

	Average Issue Readership		
	Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
AA Directions	814 18.7%	817 18.7%	769 18.1%
OHbaby!	117 2.7%	118 2.7%	116 2.7%
The Word for Today	188 4.3%	185 4.2%	188 4.4%
Word For You Today	44 1.0%	39 0.9%	43 1.0%

Six-Monthly Magazines

		Average Issue Readership		
		Q3 24 - Q2 25	Q2 24 - Q1 25	Q3 23 - Q2 24
Habitat		244 5.6%	276 6.3%	285 6.7%

Basic

Demographics

Q3 24 - Q2 25

Magazine Report - National

	Average Issue Readership					
	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper	Main Income Earner
Population Potential (000s)	4,358	341	1,979	2,038	2,012	2,774
Sample Size (15+)	10,004	728	4,612	4,664	5,698	6,911

Weekly Magazines

	Average Issue Readership					
	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper	Main Income Earner
New Zealand Listener	213 4.9%	2 0.6%	114 5.8%	97 4.8%	114 5.7%	154 5.6%
New Zealand Woman's Weekly	431 9.9%	23 6.7%	93 4.7%	316 15.5%	262 13.0%	269 9.7%
The TV Guide	281 6.5%	13 3.9%	136 6.9%	132 6.5%	142 7.1%	186 6.7%
Woman's Day	342 7.9%	7 2.1%	69 3.5%	266 13.1%	223 11.1%	226 8.2%

Monthly Magazines

	Average Issue Readership					
	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper	Main Income Earner
Kia Ora	455 10.4%	43 12.7%	233 11.8%	179 8.8%	210 10.4%	309 11.1%
Kiwi Gardener	123 2.8%	8 2.4%	55 2.8%	60 2.9%	65 3.2%	84 3.0%
MiNDFOOD	231 5.3%	21 6.0%	69 3.5%	142 7.0%	127 6.3%	150 5.4%
NZ House & Garden	380 8.7%	14 4.1%	140 7.1%	226 11.1%	210 10.4%	255 9.2%
New Zealand Gardener	255 5.9%	13 3.9%	113 5.7%	129 6.3%	139 6.9%	180 6.5%
New Zealand Trucking	88 2.0%	3 0.9%	68 3.5%	17 0.8%	35 1.8%	62 2.2%
North & South	134 3.1%	4 1.1%	76 3.8%	54 2.7%	65 3.2%	101 3.6%
Reader's Digest	245 5.6%	9 2.7%	113 5.7%	123 6.0%	122 6.1%	157 5.7%
Rugby News	172 4.0%	17 5.1%	119 6.0%	36 1.8%	68 3.4%	109 3.9%
The Australian Women's Weekly (NZ)	356 8.2%	26 7.8%	78 3.9%	251 12.3%	208 10.4%	221 8.0%
Your Home and Garden	115 2.6%	11 3.3%	35 1.8%	68 3.4%	64 3.2%	73 2.6%

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Dish	262 6.0%	14 4.0%	84 4.2%	165 8.1%	147 7.3%	162 5.9%
HOME NZ	119 2.7%	15 4.4%	54 2.7%	50 2.5%	51 2.5%	83 3.0%
New Zealand Geographic	416 9.5%	36 10.4%	223 11.2%	158 7.7%	188 9.3%	264 9.5%
The Motor Caravanner	135 3.1%	9 2.7%	75 3.8%	51 2.5%	58 2.9%	85 3.1%
homestyle	162 3.7%	15 4.4%	66 3.3%	81 4.0%	80 4.0%	110 4.0%

Quarterly Magazines

	Average Issue Readership					
	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper	Main Income Earner
AA Directions	814 18.7%	42 12.3%	429 21.7%	344 16.9%	395 19.6%	566 20.4%
OHbaby!	117 2.7%	2 0.6%	30 1.5%	85 4.2%	73 3.6%	75 2.7%
The Word for Today	188 4.3%	4 1.2%	69 3.5%	114 5.6%	96 4.8%	112 4.0%
Word For You Today	44 1.0%	3 1.0%	19 0.9%	22 1.1%	19 1.0%	25 0.9%

Six-Monthly Magazines

	Average Issue Readership					
	Total 15+	Teens 15-19	Men 20+	Women 20+	Main Household Shopper	Main Income Earner
Habitat	244 5.6%	13 3.9%	100 5.1%	130 6.4%	143 7.1%	167 6.0%

About Nielsen

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