

The Nielsen logo, featuring the word "nielsen" in a lowercase, sans-serif font with a series of dots underneath.

AN UNCOMMON SENSE  
OF THE CONSUMER™

An abstract graphic in the top left corner consisting of a dense grid of thin, multi-colored lines (red, blue, green, yellow, purple) that curve and converge towards the top right. Several larger, solid-colored dots (yellow, red, blue, purple) are scattered along these lines.

# CONSUMER AND MEDIA INSIGHTS SURVEY

Q1 2014 – Q4 2014

MAGAZINE TOPLINES



**AUDIT STATEMENT FOR THE  
NIELSEN MEDIA RESEARCH  
CONSUMER AND MEDIA INSIGHTS SURVEY  
FOR THE YEAR ENDED DECEMBER 2014**

The following is an audit statement for the Nielsen Media Research Consumer and Media Insights survey covering the period January to December 2014.

D & D Consultants have made independent verification of the readership estimates. We have also checked that the sample is nationally representative of New Zealanders aged 10 or older.

In addition, fieldwork checks have been undertaken, including a verification of Nielsen Media Research's own supervisor audits, the correct selection of households and respondents within these homes and coding. On the basis of the sampling, fieldwork and analysis checks conducted we are able to state that no significant problems exist in the Readership Report.



Peter Danaher PhD  
D & D Consultants

Tracey Dagger PhD

**D & D Consultants**

D & D Consultants is the official auditor of the Nielsen Consumer and Media Insights Survey.





# ANNOTATIONS

Release of Nielsen Consumer and Media Insights Survey  
Q1 2014 – Q4 2014

## EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Friday 20 February 2015.

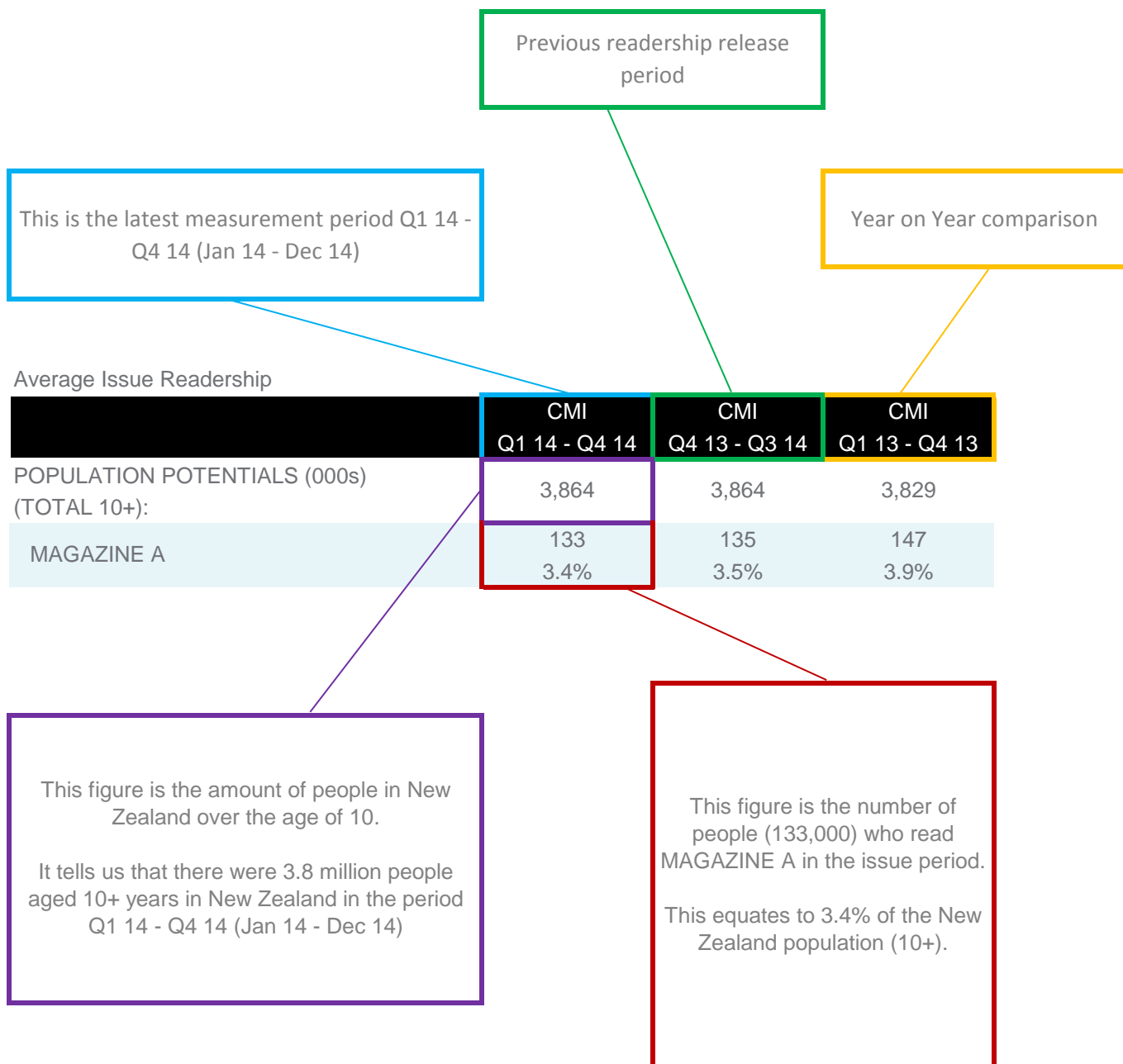
## AUDIT CERTIFICATE:

The audit certificate is pending.

## FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

# 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 14 - Q4 14

# MAGAZINE TOPLINES

## WEEKLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,864	3,864	3,829
LUCKY BREAK	128 3.3%	125 3.2%	135 3.5%
NEW IDEA	344 8.9%	351 9.1%	378 9.9%
NW MAGAZINE	69 1.8%	73 1.9%	89 2.3%
NZ LISTENER	201 5.2%	212 5.5%	236 6.2%
NZ WOMAN'S WEEKLY	662 17.1%	665 17.2%	745 19.5%
THAT'S LIFE	212 5.5%	212 5.5%	241 6.3%
THE TV GUIDE	421 10.9%	433 11.2%	503 13.1%
WOMAN'S DAY	632 16.3%	648 16.8%	767 20.0%

## FORTNIGHTLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
WEEKEND GARDENER	139 3.6%	127 3.3%	139 3.6%

## MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
AUSTRALIAN WOMEN'S WEEKLY	578 15.0%	557 14.4%	640 16.7%
AVENUES	97 2.5%	93 2.4%	93 2.4%
BOATING NZ	130 3.4%	152 3.9%	167 4.4%
CLEO	77 2.0%	86 2.2%	101 2.6%
COSMOPOLITAN	147 3.8%	152 3.9%	157 4.1%
DEALS ON WHEELS	70 1.8%	60 1.6%	64 1.7%
FARM TRADER	99 2.6%	98 2.5%	103 2.7%
FISHHEAD	35 0.9%	39 1.0%	30 0.8%
GIRLFRIEND	110 2.8%	123 3.2%	153 4.0%
GOOD HEALTH CHOICES	154 4.0%	155 4.0%	185 4.8%
HEALTHY FOOD GUIDE	386 10.0%	383 9.9%	403 10.5%
KIAORA	321 8.3%	324 8.4%	320 8.4%
M2	77 2.0%	72 1.9%	72 1.9%
METRO	162 4.2%	153 4.0%	140 3.7%
MINDFOOD	210 5.4%	223 5.8%	222 5.8%
MOTORCYCLE TRADER	84 2.2%	83 2.2%	81 2.1%
MOTORHOMES, CARAVANS & DESTINATIONS	75 1.9%	67 1.7%	59 1.5%
NEXT	235 6.1%	240 6.2%	270 7.0%
NORTH & SOUTH	248 6.4%	251 6.5%	264 6.9%
NZ AUTOCAR	194 5.0%	179 4.6%	189 4.9%
NZ CLASSIC CAR	150 3.9%	160 4.1%	172 4.5%
NZ FISHING NEWS	240 6.2%	249 6.4%	286 7.5%



## MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
NZ GARDENER	318 8.2%	306 7.9%	332 8.7%
NZ HORSE & PONY	50 1.3%	52 1.4%	66 1.7%
NZ HOUSE & GARDEN	507 13.1%	494 12.8%	554 14.5%
NZ LIFESTYLE BLOCK	73 1.9%	74 1.9%	63 1.7%
NZ PERFORMANCE CAR	237 6.1%	251 6.5%	270 7.1%
NZ TRUCKING	100 2.6%	96 2.5%	94 2.5%
NZV8	129 3.3%	134 3.5%	148 3.9%
READER'S DIGEST	277 7.2%	289 7.5%	307 8.0%
RECIPES+	93 2.4%	95 2.5%	94 2.5%
SKY SPORT THE MAGAZINE	252 6.5%	257 6.6%	297 7.8%
SKYWATCH	659 17.1%	693 17.9%	858 22.4%
TASTE	181 4.7%	178 4.6%	189 4.9%
THE RED BULLETIN	132 3.4%	146 3.8%	184 4.8%
TRADE-A-BOAT	41 1.1%	52 1.4%	59 1.5%
WILD TOMATO	37 1.0%	33 0.9%	32 0.8%
YOUR HOME & GARDEN	277 7.2%	270 7.0%	284 7.4%



## BI-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI	CMI	CMI
	Q1 14 - Q4 14	Q4 13 - Q3 14	Q1 13 - Q4 13
CUISINE	348 9.0%	356 9.2%	415 10.8%
DISH	147 3.8%	144 3.7%	164 4.3%
FISH & GAME NZ	263 6.8%	273 7.1%	282 7.4%
FOOD	203 5.3%	201 5.2%	270 7.1%
GOOD	52 1.4%	56 1.5%	64 1.7%
HOME NEW ZEALAND	106 2.8%	103 2.7%	97 2.5%
HOMESTYLE	107 2.8%	108 2.8%	103 2.7%
LITTLE TREASURES	164 4.3%	166 4.3%	202 5.3%
NZ FISHING WORLD	127 3.3%	126 3.3%	159 4.1%
NZ GEOGRAPHIC	306 7.9%	292 7.6%	330 8.6%
NZ LIFE & LEISURE	129 3.4%	122 3.1%	137 3.6%
NZ RUGBY WORLD	207 5.3%	212 5.5%	187 4.9%
URBIS	65 1.7%	67 1.7%	66 1.7%

### QUARTERLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
AA DIRECTIONS	725 18.8%	738 19.1%	842 22.0%
BRIDE & GROOM	81 2.1%	77 2.0%	105 2.7%
FAMILY CARE	63 1.6%	51 1.3%	42 1.1%
HOUSES	71 1.8%	63 1.6%	61 1.6%
HUNTING & FISHING NEW ZEALAND	547 14.2%	542 14.0%	564 14.7%
NEW ZEALAND WEDDINGS	86 2.2%	85 2.2%	84 2.2%
NZ FASHION QUARTERLY	196 5.1%	186 4.8%	228 5.9%
OHBABY!	77 2.0%	73 1.9%	85 2.2%
PARENTING MAGAZINE	105 2.7%	101 2.6%	120 3.1%
THE WORD FOR TODAY	183 4.7%	175 4.5%	162 4.2%
WORD FOR YOU TODAY	65 1.7%	60 1.5%	54 1.4%

### SIX-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q1 14 - Q4 14	CMI Q4 13 - Q3 14	CMI Q1 13 - Q4 13
HABITAT	187 4.8%	175 4.5%	173 4.5%
SIMPLY YOU	76 2.0%	77 2.0%	107 2.8%
SIMPLY YOU LIVING	69 1.8%	65 1.7%	87 2.3%