



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

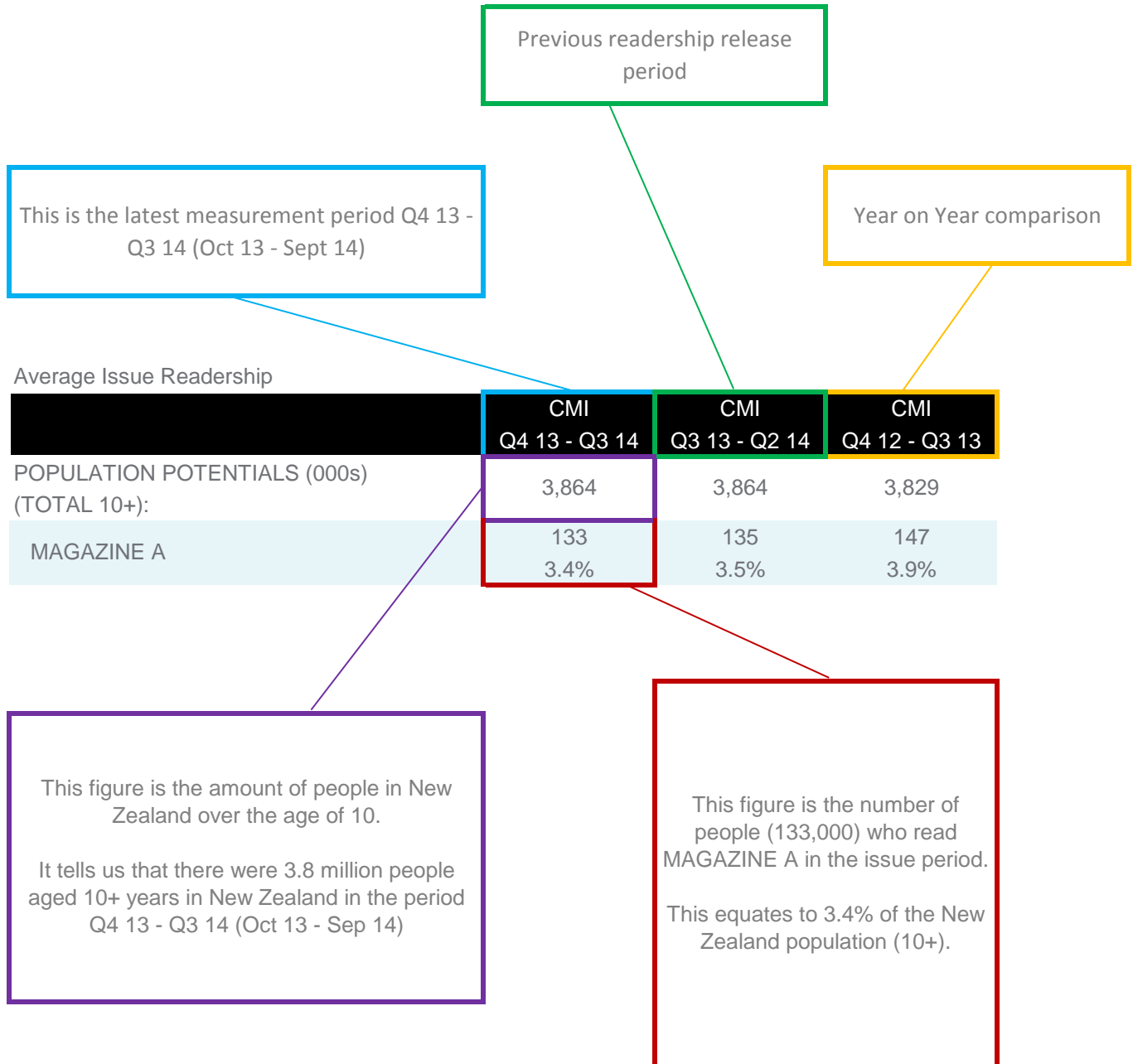
NIELSEN NATIONAL READERSHIP SURVEY

Q4 2013 – Q3 2014

MAGAZINE COMPARATIVES



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.

MAGAZINE TOPLINES

WEEKLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,864	3,864	3,829
LUCKY BREAK	125 3.2%	133 3.4%	137 3.6%
NEW IDEA	351 9.1%	380 9.8%	403 10.5%
NW MAGAZINE	73 1.9%	79 2.0%	89 2.3%
NZ LISTENER	212 5.5%	218 5.6%	242 6.3%
NZ WOMAN'S WEEKLY	665 17.2%	708 18.3%	770 20.1%
THAT'S LIFE	212 5.5%	223 5.8%	244 6.4%
THE TV GUIDE	433 11.2%	459 11.9%	505 13.2%
WOMAN'S DAY	648 16.8%	696 18.0%	793 20.7%

FORTNIGHTLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
WEEKEND GARDENER	127 3.3%	131 3.4%	157 4.1%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
AUSTRALIAN WOMEN'S WEEKLY	557 14.4%	590 15.3%	669 17.5%
AVENUES	93 2.4%	85 2.2%	96 2.5%
BOATING NZ	152 3.9%	145 3.8%	158 4.1%
CLEO	86 2.2%	102 2.7%	103 2.7%
COSMOPOLITAN	152 3.9%	165 4.3%	178 4.7%
DEALS ON WHEELS	60 1.6%	55 1.4%	66 1.7%
FARM TRADER	98 2.5%	101 2.6%	93 2.4%
FISHHEAD	39 1.0%	31 0.8%	
GIRLFRIEND	123 3.2%	135 3.5%	150 3.9%
GOOD HEALTH CHOICES	155 4.0%	176 4.6%	180 4.7%
HEALTHY FOOD GUIDE	383 9.9%	391 10.1%	403 10.5%
KIAORA	324 8.4%	320 8.3%	329 8.6%
M2	72 1.9%	71 1.8%	83 2.2%
METRO	153 4.0%	147 3.8%	142 3.7%
MINDFOOD	223 5.8%	228 5.9%	206 5.4%
MOTORCYCLE TRADER	83 2.2%	79 2.0%	77 2.0%
MOTORHOMES, CARAVANS & DESTINATIONS	67 1.7%	62 1.6%	65 1.7%
NEXT	240 6.2%	248 6.4%	273 7.1%
NORTH & SOUTH	251 6.5%	249 6.4%	270 7.0%
NZ AUTOCAR	179 4.6%	186 4.8%	194 5.1%
NZ CLASSIC CAR	160 4.1%	166 4.3%	173 4.5%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
NZ FISHING NEWS	249 6.4%	253 6.6%	292 7.6%
NZ GARDENER	306 7.9%	312 8.1%	344 9.0%
NZ HORSE & PONY	52 1.4%	55 1.4%	60 1.6%
NZ HOUSE & GARDEN	494 12.8%	496 12.8%	571 14.9%
NZ LIFESTYLE BLOCK	74 1.9%	73 1.9%	68 1.8%
NZ PERFORMANCE CAR	251 6.5%	249 6.4%	288 7.5%
NZ TRUCKING	96 2.5%	85 2.2%	108 2.8%
NZV8	134 3.5%	141 3.7%	145 3.8%
READER'S DIGEST	289 7.5%	299 7.7%	322 8.4%
RECIPES+	95 2.5%	95 2.5%	95 2.5%
SKY SPORT THE MAGAZINE	257 6.6%	273 7.1%	299 7.8%
SKYWATCH	693 17.9%	759 19.6%	880 23.0%
TASTE	178 4.6%	190 4.9%	187 4.9%
THE RED BULLETIN	146 3.8%	149 3.9%	
TRADE-A-BOAT	52 1.4%	47 1.2%	54 1.4%
WILD TOMATO	33 0.9%	34 0.9%	33 0.9%
YOUR HOME & GARDEN	270 7.0%	277 7.2%	307 8.0%



BI-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
CUISINE	356 9.2%	380 9.8%	431 11.3%
DISH	144 3.7%	153 4.0%	169 4.4%
FISH & GAME NZ	273 7.1%	277 7.2%	290 7.6%
FOOD	201 5.2%	232 6.0%	288 7.5%
GOOD	56 1.5%	59 1.5%	59 1.5%
HOME NEW ZEALAND	103 2.7%	98 2.5%	93 2.4%
HOMESTYLE	108 2.8%	100 2.6%	106 2.8%
LITTLE TREASURES	166 4.3%	187 4.8%	211 5.5%
NZ FISHING WORLD	126 3.3%	133 3.4%	158 4.1%
NZ GEOGRAPHIC	292 7.6%	319 8.2%	329 8.6%
NZ LIFE & LEISURE	122 3.1%	117 3.0%	146 3.8%
NZ RUGBY WORLD	212 5.5%	197 5.1%	178 4.6%
URBIS	67 1.7%	66 1.7%	69 1.8%

QUARTERLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
AA DIRECTIONS	738 19.1%	787 20.4%	854 22.3%
BRIDE & GROOM	77 2.0%	92 2.4%	102 2.7%
FAMILY CARE	51 1.3%	50 1.3%	54 1.4%
HOUSES	63 1.6%	61 1.6%	
HUNTING & FISHING NEW ZEALAND	542 14.0%	552 14.3%	552 14.4%
NEW ZEALAND WEDDINGS	85 2.2%	87 2.2%	91 2.4%
NZ FASHION QUARTERLY	186 4.8%	192 5.0%	229 6.0%
OHBABY!	73 1.9%	83 2.1%	84 2.2%
PARENTING MAGAZINE	101 2.6%	99 2.6%	126 3.3%
THE WORD FOR TODAY	175 4.5%	168 4.3%	172 4.5%
WORD FOR YOU TODAY	60 1.5%	55 1.4%	53 1.4%

SIX-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q4 13 - Q3 14	CMI Q3 13 - Q2 14	CMI Q4 12 - Q3 13
HABITAT	175 4.5%	178 4.6%	179 4.7%
SIMPLY YOU	77 2.0%	82 2.1%	111 2.9%
SIMPLY YOU LIVING	65 1.7%	69 1.8%	90 2.4%



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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