



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL READERSHIP SURVEY

Q2 2014 – Q1 2015

MAGAZINE TOPLINES





ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q2 2014 – Q1 2015

NOTE:

Parenting Magazine will be measured as Bi-Monthly from Q1 15.

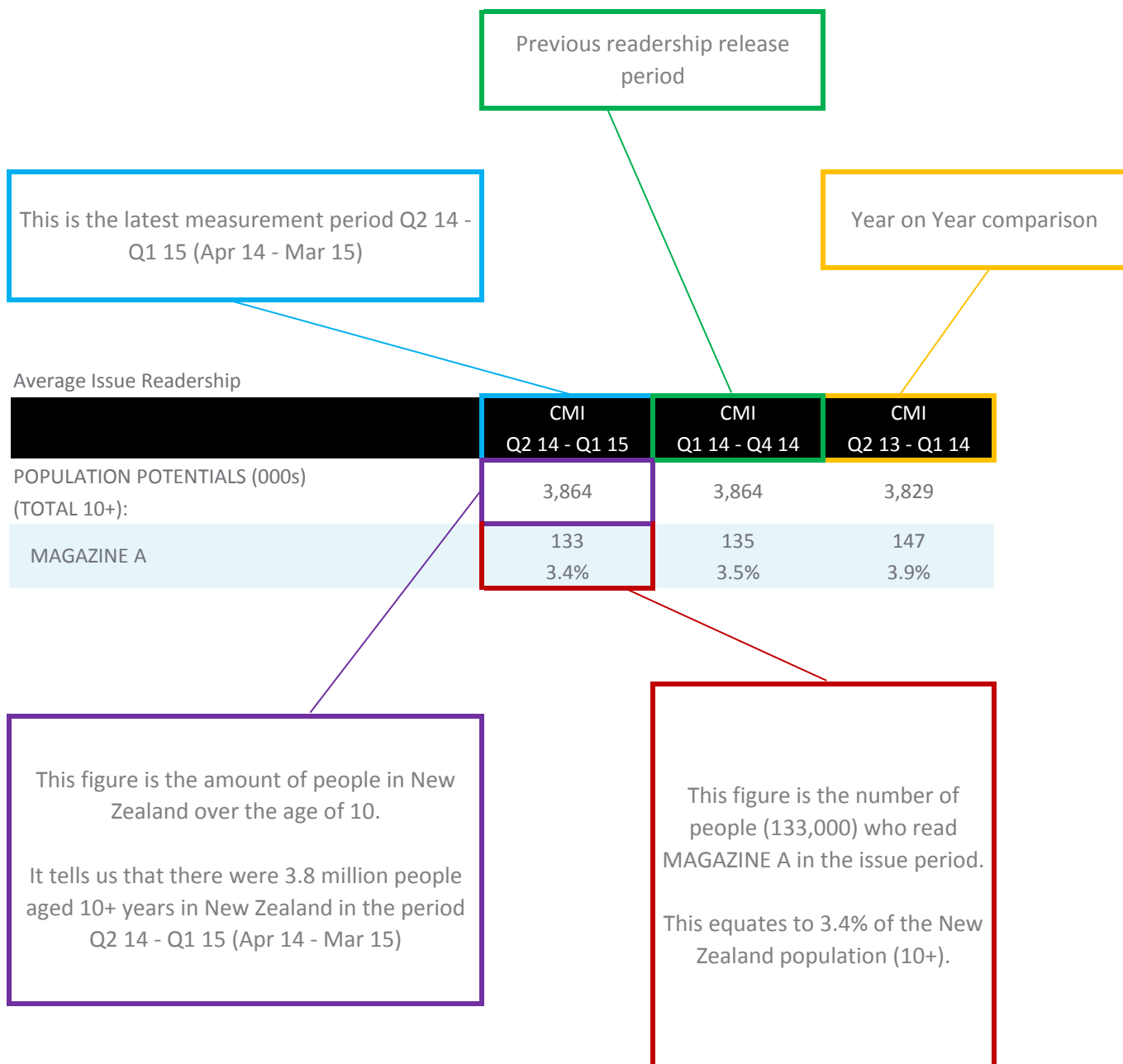
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Friday 12th June 2015.

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 Q2 14 - Q1 15

MAGAZINE TOPLINES

WEEKLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
POPULATION POTENTIALS (000s) (TOTAL 10+):	3,894	3,864	3,864
LUCKY BREAK	131 3.4%	128 3.3%	135 3.5%
NEW IDEA	326 8.4%	344 8.9%	384 9.9%
NW MAGAZINE	71 1.8%	69 1.8%	77 2.0%
NZ LISTENER	199 5.1%	201 5.2%	234 6.1%
NZ WOMAN'S WEEKLY	639 16.4%	662 17.1%	731 18.9%
THAT'S LIFE	205 5.3%	212 5.5%	230 6.0%
THE TV GUIDE	419 10.8%	421 10.9%	482 12.5%
WOMAN'S DAY	631 16.2%	632 16.3%	746 19.3%

FORTNIGHTLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
WEEKEND GARDENER	138 3.5%	139 3.6%	138 3.6%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
AUSTRALIAN WOMEN'S WEEKLY	543 13.9%	578 15.0%	619 16.0%
AVENUES	97 2.5%	97 2.5%	88 2.3%
BOATING NZ	121 3.1%	130 3.4%	164 4.2%
CLEO	70 1.8%	77 2.0%	100 2.6%
COSMOPOLITAN	133 3.4%	147 3.8%	157 4.1%
DEALS ON WHEELS	64 1.6%	70 1.8%	56 1.5%
FARM TRADER	88 2.3%	99 2.6%	102 2.6%
FISHHEAD	30 0.8%	35 0.9%	32 0.8%
GIRLFRIEND	108 2.8%	110 2.8%	143 3.7%
GOOD HEALTH CHOICES	178 4.6%	154 4.0%	172 4.4%
HEALTHY FOOD GUIDE	395 10.1%	386 10.0%	411 10.6%
KIAORA	313 8.0%	321 8.3%	333 8.6%
M2	76 1.9%	77 2.0%	65 1.7%
METRO	153 3.9%	162 4.2%	147 3.8%
MINDFOOD	212 5.4%	210 5.4%	225 5.8%
MOTORCYCLE TRADER	74 1.9%	84 2.2%	77 2.0%
MOTORHOMES, CARAVANS & DESTINATIONS	83 2.1%	75 1.9%	62 1.6%
NEXT	224 5.8%	235 6.1%	261 6.7%
NORTH & SOUTH	244 6.3%	248 6.4%	255 6.6%
NZ AUTOCAR	178 4.6%	194 5.0%	191 4.9%
NZ CLASSIC CAR	142 3.6%	150 3.9%	170 4.4%
NZ FISHING NEWS	230 5.9%	240 6.2%	274 7.1%

MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
NZ GARDENER	322 8.3%	318 8.2%	329 8.5%
NZ HORSE & PONY	54 1.4%	50 1.3%	69 1.8%
NZ HOUSE & GARDEN	522 13.4%	507 13.1%	523 13.5%
NZ LIFESTYLE BLOCK	75 1.9%	73 1.9%	72 1.9%
NZ PERFORMANCE CAR	238 6.1%	237 6.1%	255 6.6%
NZ TRUCKING	103 2.7%	100 2.6%	93 2.4%
NZV8	128 3.3%	129 3.3%	146 3.8%
READER'S DIGEST	269 6.9%	277 7.2%	298 7.7%
RECIPES+	102 2.6%	93 2.4%	91 2.4%
SKY SPORT THE MAGAZINE	262 6.7%	252 6.5%	300 7.8%
SKYWATCH	643 16.5%	659 17.1%	827 21.4%
TASTE	176 4.5%	181 4.7%	192 5.0%
THE RED BULLETIN	126 3.2%	132 3.4%	168 4.3%
TRADE-A-BOAT	44 1.1%	41 1.1%	50 1.3%
WILD TOMATO	38 1.0%	37 1.0%	35 0.9%
YOUR HOME & GARDEN	275 7.1%	277 7.2%	280 7.2%



BI-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
CUISINE	348 8.9%	348 9.0%	402 10.4%
DISH	148 3.8%	147 3.8%	162 4.2%
FISH & GAME NZ	265 6.8%	263 6.8%	283 7.3%
FOOD	203 5.2%	203 5.3%	265 6.9%
GOOD	55 1.4%	52 1.4%	59 1.5%
HOME NEW ZEALAND	98 2.5%	106 2.8%	97 2.5%
HOMESTYLE	104 2.7%	107 2.8%	105 2.7%
LITTLE TREASURES	154 3.9%	164 4.3%	194 5.0%
NZ FISHING WORLD	131 3.4%	127 3.3%	147 3.8%
NZ GEOGRAPHIC	311 8.0%	306 7.9%	312 8.1%
NZ LIFE & LEISURE	143 3.7%	129 3.4%	130 3.4%
NZ RUGBY WORLD	207 5.3%	207 5.3%	200 5.2%
PARENTING MAGAZINE	103 2.7%	105 2.7%	103 2.7%
URBIS	64 1.6%	65 1.7%	66 1.7%

QUARTERLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
AA DIRECTIONS	723 18.6%	725 18.8%	827 21.4%
BRIDE & GROOM	85 2.2%	81 2.1%	102 2.6%
FAMILY CARE	61 1.6%	63 1.6%	43 1.1%
HOUSES	66 1.7%	71 1.8%	62 1.6%
HUNTING & FISHING NEW ZEALAND	542 13.9%	547 14.2%	561 14.5%
NEW ZEALAND WEDDINGS	90 2.3%	86 2.2%	86 2.2%
NZ FASHION QUARTERLY	196 5.0%	196 5.1%	214 5.5%
OHBABY!	73 1.9%	77 2.0%	81 2.1%
THE WORD FOR TODAY	166 4.3%	183 4.7%	171 4.4%
WORD FOR YOU TODAY	61 1.6%	65 1.7%	56 1.5%

SIX-MONTHLY PUBLICATIONS:

Average Issue Readership

	CMI Q2 14 - Q1 15	CMI Q1 14 - Q4 14	CMI Q2 13 - Q1 14
HABITAT	212 5.5%	187 4.8%	173 4.5%
SIMPLY YOU	71 1.8%	76 2.0%	94 2.4%
SIMPLY YOU LIVING	76 2.0%	69 1.8%	73 1.9%



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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