

MAGAZINES YEAR ON YEAR COMPARATIVE RESULTS

Nielsen Consumer and Media Insights

Q2 2010 - Q2 2011



	CMI Q2 10 - Q2 11 Apr 10 - Jun 11	CMI Q2 10 - Q1 11 Apr 10 - Mar 11	CMI Q3 09 - Q2 10 Jul 09 - Jun 10	Q2 10 - Q2 11 vs Q3 09 - Q2 10 Comparative Index	Statistical Significant Tests at 95% Confidence Level
POPULATION POTENTIALS (TOTAL 10+):	3,766	3,766	3,721		
WEEKLY PUBLICATIONS:					
Lucky Break	151 4.0%	146 3.9%	123 3.3%	122	Significant
New Idea	458 12.2%	458 12.2%	457 12.3%	99	Not Significant
NW Magazine	116 3.1%	119 3.2%	108 2.9%	106	Not Significant
NZ Listener	294 7.8%	293 7.8%	266 7.2%	109	Significant
NZ Woman's Weekly	804 21.3%	797 21.2%	807 21.7%	98	Not Significant
Rugby News	108 2.9%	112 3.0%	101 2.7%	106	Not Significant
That's Life	281 7.5%	281 7.5%	282 7.6%	98	Not Significant
The TV Guide	631 16.7%	658 17.5%	624 16.8%	100	Not Significant
Time	208 5.5%	206 5.5%	202 5.4%	102	Not Significant
Woman's Day	781 20.7%	774 20.6%	801 21.5%	96	Not Significant
FORTNIGHTLY PUBLICATIONS:					
Computerworld	42 1.1%	46 1.2%	57 1.5%	73	Significant
Weekend Gardener	138 3.7%	133 3.5%	139 3.7%	98	Not Significant
MONTHLY PUBLICATIONS:					
Australian Women's Weekly	664 17.6%	658 17.5%	633 17.0%	104	Not Significant
Avenues	100 2.7%	99 2.6%	88 2.4%	112	Not Significant
Boating NZ	137 3.6%	144 3.8%	137 3.7%	99	Not Significant
Cleo	138 3.7%	140 3.7%	139 3.7%	98	Not Significant
Cosmopolitan	186 4.9%	194 5.2%	205 5.5%	90	Significant
Creme	149 4.0%	153 4.1%	149 4.0%	99	Not Significant
Deals On Wheels	64 1.7%	70 1.8%	65 1.8%	97	Not Significant
Farm Trader	82 2.2%	77 2.0%	82 2.2%	99	Not Significant
FHM	115 3.1%	120 3.2%	121 3.3%	94	Not Significant
Healthy Food Guide	358 9.5%	346 9.2%	325 8.7%	109	Significant
Investigate His & Hers	48 1.3%	52 1.4%	49 1.3%	97	Not Significant
KiaOra	287 7.6%	288 7.6%	238 6.4%	119	Significant
Metro	143 3.8%	142 3.8%	134 3.6%	106	Not Significant
Mindfood	160 4.3%	158 4.2%		Not Applicable	Not Applicable

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Motorcycle Trader & News	79 2.1%	84 2.2%	80 2.2%	97	Not Significant
Motorhomes, Caravans & Destinations	77 2.1%	81 2.2%	74 2.0%	103	Not Significant
NetGuide	75 2.0%	79 2.1%	86 2.3%	87	Not Significant
Next	348 9.2%	357 9.5%	355 9.5%	97	Not Significant
North & South	289 7.7%	293 7.8%	279 7.5%	102	Not Significant
NZ Autocar	163 4.3%	165 4.4%	169 4.5%	95	Not Significant
NZ Classic Car	153 4.1%	156 4.1%	141 3.8%	107	Not Significant
NZ Fishing News	297 7.9%	303 8.1%	294 7.9%	100	Not Significant
NZ Gardener	332 8.8%	332 8.8%	330 8.9%	99	Not Significant
NZ Girlfriend	169 4.5%	178 4.7%	188 5.1%	89	Significant
NZ Horse & Pony	74 2.0%	73 1.9%	65 1.7%	112	Not Significant
NZ House & Garden	547 14.5%	549 14.6%	546 14.7%	99	Not Significant
NZ Lifestyle Block	72 1.9%	72 1.9%	70 1.9%	102	Not Significant
NZ Performance Car	288 7.6%	295 7.8%	284 7.6%	100	Not Significant
NZ Rugby World	154 4.1%	162 4.3%	162 4.4%	94	Not Significant
NZ Trucking	95 2.5%	97 2.6%	81 2.2%	117	Significant
NZV8	123 3.3%	126 3.4%	122 3.3%	99	Not Significant
PC World	121 3.2%	121 3.2%	122 3.3%	98	Not Significant
Reader's Digest	385 10.2%	394 10.5%	418 11.2%	91	Significant
Recipes+	103 2.7%	102 2.7%	89 2.4%	114	Not Significant
Sky Sport The Magazine	263 7.0%	273 7.3%	260 7.0%	100	Not Significant
SkyWatch	1,015 27.0%	1,015 26.9%	1,053 28.3%	95	Significant
Taste	218 5.8%	217 5.8%	182 4.9%	118	Significant
TopGear NZ	223 5.9%	221 5.9%	210 5.6%	105	Not Significant
Trade-A-Boat	55 1.5%	58 1.5%	51 1.4%	106	Not Significant
Wild Tomato	27 0.7%	28 0.7%		Not Applicable	Not Applicable
Your Home & Garden	294 7.8%	299 7.9%	296 7.9%	98	Not Significant

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BI-MONTHLY PUBLICATIONS:					
Classic Driver	40 1.1%			Not Applicable	Not Applicable
Cuisine	399 10.6%	398 10.6%	402 10.8%	98	Not Significant
Dish	135 3.6%	134 3.6%	131 3.5%	102	Not Significant
Fish & Game NZ	248 6.6%	251 6.7%	257 6.9%	95	Not Significant
Home New Zealand	76 2.0%	85 2.3%	87 2.3%	86	Not Significant
Homestyle	84 2.2%	87 2.3%		Not Applicable	Not Applicable
Little Treasures	235 6.2%	231 6.1%	235 6.3%	99	Not Significant
New Zealand Today	24 0.6%			Not Applicable	Not Applicable
NZ Fishing World	145 3.9%	158 4.2%	163 4.4%	88	Significant
NZ Geographic	252 6.7%	244 6.5%	228 6.1%	109	Not Significant
NZ Life & Leisure	119 3.1%	120 3.2%	108 2.9%	109	Not Significant
Rip It Up	90 2.4%	86 2.3%	65 1.7%	138	Significant
The Foodtown Magazine	342 9.1%	332 8.8%	296 7.9%	114	Significant
Urbis	84 2.2%	86 2.3%	85 2.3%	98	Not Significant
QUARTERLY PUBLICATIONS:					
AA Directions	917 24.3%	925 24.6%	900 24.2%	101	Not Significant
Bride & Groom	101 2.7%	107 2.8%	102 2.8%	97	Not Significant
Hunting & Fishing New Zealand	450 12.0%	444 11.8%	423 11.4%	105	Not Significant
New Zealand Weddings	86 2.3%	84 2.2%	93 2.5%	91	Not Significant
NZ Fashion Quarterly	226 6.0%	241 6.4%	230 6.2%	97	Not Significant
Pet	123 3.3%	129 3.4%	129 3.5%	94	Not Significant
SIX-MONTHLY PUBLICATIONS:					
Habitat	139 3.7%	131 3.5%	135 3.6%	102	Not Significant
Simply You	106 2.8%	113 3.0%	108 2.9%	97	Not Significant
Simply You Living	67 1.8%	71 1.9%	70 1.9%	94	Not Significant
NEW PUBLICATIONS (12 MONTHS DATA):					
NZ Good Health	108 2.9%			Not Applicable	Not Applicable