

MAGAZINES YEAR ON YEAR COMPARATIVE RESULTS

Nielsen Consumer and Media Insights

Q1 - Q4 10 (January - December 2010)



	CMI Q1 10 - Q4 10 Jan 10 - Dec 10	CMI Q4 09 - Q3 10 Oct 09 - Sep 10	CMI Q1 09 - Q4 09 Jan 09 - Dec 09	Jan 10 - Dec 10 vs Jan 09 - Dec 09 Comparative Index	Statistical Significant Tests at 95% Confidence Level
POPULATION POTENTIALS (TOTAL 10+):	3,721	3,721	3,680		
WEEKLY PUBLICATIONS:					
English Woman's Weekly	114 3.1%	109 2.9%	83 2.2%	137	Significant
Herald On Sunday	390 10.5%	396 10.6%	382 10.4%	101	Not Significant
Lucky Break	147 3.9%	134 3.6%	116 3.1%	125	Significant
New Idea	462 12.4%	459 12.3%	464 12.6%	99	Not Significant
NW Magazine	121 3.2%	107 2.9%	108 2.9%	111	Not Significant
NZ Listener	269 7.2%	269 7.2%	274 7.5%	97	Not Significant
NZ Woman's Weekly	834 22.4%	828 22.3%	795 21.6%	104	Not Significant
Rugby News	119 3.2%	111 3.0%	84 2.3%	141	Significant
Sunday News	290 7.8%	289 7.8%	314 8.5%	91	Significant
Sunday Star Times	554 14.9%	548 14.7%	585 15.9%	94	Significant
That's Life	297 8.0%	292 7.8%	265 7.2%	111	Significant
The Groove Guide	33 0.9%	31 0.8%	22 0.6%	151	Significant
The National Business Review	70 1.9%	72 1.9%	90 2.4%	77	Significant
The TV Guide	659 17.7%	661 17.8%	636 17.3%	102	Not Significant
Time	215 5.8%	208 5.6%	202 5.5%	106	Not Significant
Woman's Day	814 21.9%	799 21.5%	760 20.6%	106	Significant
FORTNIGHTLY PUBLICATIONS:					
Computerworld	53 1.4%	58 1.6%	49 1.3%	108	Not Significant
Dairy News	67 1.8%	71 1.9%		Not Applicable	Not Applicable
Otago Southland Farmer	38 1.0%	41 1.1%	40 1.1%	94	Not Significant
Rural News	216 5.8%	212 5.7%	222 6.0%	96	Not Significant
Weekend Gardener	137 3.7%	134 3.6%	127 3.5%	106	Not Significant

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MONTHLY PUBLICATIONS:					
Australian Women's Weekly	656 17.6%	653 17.6%	607 16.5%	107	Significant
Avenues	96 2.6%	90 2.4%	76 2.1%	125	Significant
Better Homes & Gardens	219 5.9%	202 5.4%	189 5.1%	115	Significant
Boating NZ	144 3.9%	141 3.8%	124 3.4%	115	Significant
Cleo	148 4.0%	149 4.0%	128 3.5%	114	Not Significant
Cosmopolitan	204 5.5%	199 5.4%	198 5.4%	102	Not Significant
Creme	154 4.1%	156 4.2%	162 4.4%	94	Not Significant
Deals On Wheels	71 1.9%	75 2.0%	58 1.6%	120	Not Significant
Farm Trader	78 2.1%	77 2.1%	70 1.9%	111	Not Significant
FHM	125 3.4%	132 3.5%	125 3.4%	99	Not Significant
Hawkes Bay Country Scene	13 0.3%			Not Applicable	Not Applicable
Healthy Food Guide	355 9.5%	333 9.0%	280 7.6%	125	Significant
Investigate	49 1.3%	45 1.2%	56 1.5%	87	Not Significant
KiaOra	282 7.6%	258 6.9%	227 6.2%	123	Significant
Metro	149 4.0%	142 3.8%	119 3.2%	124	Significant
Mindfood	153 4.1%	148 4.0%		Not Applicable	Not Applicable
Motorcycle Trader & News	89 2.4%	78 2.1%	78 2.1%	113	Not Significant
National Geographic	438 11.8%	422 11.4%	412 11.2%	105	Not Significant
NetGuide	81 2.2%	83 2.2%	86 2.3%	93	Not Significant
Next	370 9.9%	361 9.7%	358 9.7%	102	Not Significant
North & South	304 8.2%	299 8.0%	260 7.1%	115	Significant
NZ Autocar	170 4.6%	175 4.7%	168 4.6%	100	Not Significant
NZ Classic Car	152 4.1%	149 4.0%	137 3.7%	110	Not Significant
NZ Fishing News	320 8.6%	302 8.1%	260 7.1%	122	Significant
NZ Gardener	344 9.2%	328 8.8%	307 8.3%	111	Significant

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NZ Girlfriend	186 5.0%	195 5.2%	192 5.2%	96	Not Significant
NZ Horse & Pony	74 2.0%	68 1.8%	67 1.8%	108	Not Significant
NZ House & Garden	561 15.1%	552 14.8%	536 14.6%	103	Not Significant
NZ Lifestyle Block (incorporating Growing Today)	71 1.9%	70 1.9%	60 1.6%	118	Not Significant
NZ Motorhomes, Caravans & Destinations	82 2.2%	78 2.1%	57 1.6%	141	Significant
NZ Performance Car	312 8.4%	305 8.2%	279 7.6%	111	Significant
NZ Rugby World	177 4.8%	174 4.7%	138 3.8%	127	Significant
NZ Trucking	97 2.6%	89 2.4%		Not Applicable	Not Applicable
NZV8	139 3.7%	133 3.6%	102 2.8%	135	Significant
PC World	127 3.4%	119 3.2%	120 3.3%	104	Not Significant
Reader's Digest	404 10.9%	406 10.9%	420 11.4%	95	Not Significant
Recipes+	98 2.6%	90 2.4%		Not Applicable	Not Applicable
Sky Sport The Magazine	290 7.8%	282 7.6%	233 6.3%	123	Significant
SkyWatch	1,040 28.0%	1,041 28.0%	1,042 28.3%	99	Not Significant
Taste	215 5.8%	201 5.4%	164 4.5%	130	Significant
TopGear NZ	233 6.3%	230 6.2%	208 5.7%	110	Not Significant
Trade-A-Boat	62 1.7%	51 1.4%	50 1.3%	123	Significant
Wild Tomato	24 0.6%			Not Applicable	Not Applicable
Your Home & Garden	307 8.2%	297 8.0%	273 7.4%	111	Significant

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BI-MONTHLY PUBLICATIONS:					
Cuisine	407 10.9%	403 10.8%	395 10.7%	102	Not Significant
Dish	138 3.7%	133 3.6%	104 2.8%	132	Significant
Fish & Game NZ	258 6.9%	261 7.0%	238 6.5%	107	Not Significant
Home New Zealand	92 2.5%	86 2.3%	75 2.0%	122	Significant
Little Treasures	236 6.3%	242 6.5%	211 5.7%	111	Significant
NZ Fishing World	160 4.3%	162 4.4%		Not Applicable	Not Applicable
NZ Geographic	229 6.2%	224 6.0%	206 5.6%	110	Not Significant
NZ Life & Leisure	117 3.1%	114 3.1%	91 2.5%	127	Significant
Rip It Up	84 2.3%	74 2.0%	57 1.5%	146	Significant
The Foodtown Magazine	339 9.1%	312 8.4%	250 6.8%	134	Significant
Urbis	88 2.4%	89 2.4%		Not Applicable	Not Applicable
QUARTERLY PUBLICATIONS:					
AA Directions	901 24.2%	899 24.2%	914 24.8%	97	Not Significant
Bride & Groom	110 3.0%	104 2.8%	99 2.7%	110	Not Significant
Hunting & Fishing New Zealand	455 12.2%	436 11.7%	377 10.2%	119	Significant
New Zealand Weddings	91 2.4%	88 2.4%	92 2.5%	97	Not Significant
NZ Fashion Quarterly	234 6.3%	233 6.3%	221 6.0%	104	Not Significant
Pet	130 3.5%	131 3.5%	107 2.9%	120	Significant
SIX-MONTHLY PUBLICATIONS:					
Habitat	130 3.5%	130 3.5%	148 4.0%	87	Significant
Simply You	113 3.0%	117 3.1%	103 2.8%	108	Not Significant
Simply You Living	67 1.8%	70 1.9%	62 1.7%	108	Not Significant
ANNUAL PUBLICATIONS:					
Jasons Motels	476 12.8%	485 13.0%	522 14.2%	90	Significant
NEW PUBLICATIONS (6 MONTHS DATA):					
Homestyle	101 2.7%			Not Applicable	Not Applicable
NZ Good Health	118 3.2%			Not Applicable	Not Applicable