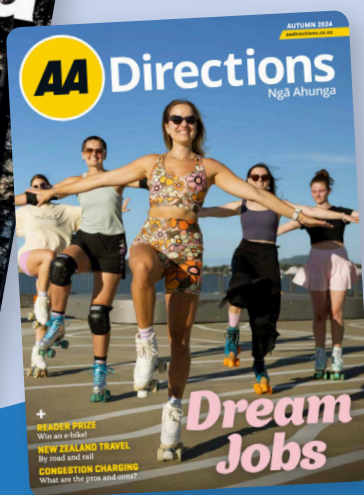




Visual
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Association

Industry Insight # 2

NEW ZEALAND



Magazine Readership in New Zealand - 2024 Update

The magazine sector in New Zealand continues to demonstrate strong engagement across print and digital platforms, reaffirming its importance within the broader media mix. New data from Nielsen's National Readership Report (YE Q3 2024) reveals key growth in both reach and influence, especially across target consumer demographics.

Demographic Reach (% of Total 15+ Population)

Women aged 20+:

46.9% of the population (1.99 million) are magazine readers, representing a significant portion of the magazine audience.

Main household shoppers (15+):

46.5% (1.98 million) are regular magazine consumers, highlighting the importance of magazines in reaching key purchasing decision-makers.

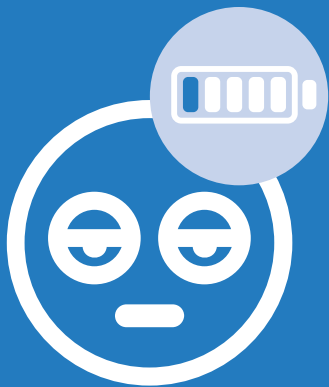
Main income earners:

64.4% (2.74 million) demonstrate continued trust in print for utility, lifestyle, and value-driven information. This underscores the value of magazines in targeting economically active readers.

OVER

40%

of NZs aged 15+
read magazines;
either print
or online



As digital fatigue grows — exacerbated by information overload and online safety concerns — print media remains a trusted and accessible channel.



The magazine sector in New Zealand continues to demonstrate strong engagement across print and digital platforms, reaffirming its importance within the broader media mix.



Magazine Media's Role in a Fragmented Digital Age

As digital fatigue grows—exacerbated by information overload and online safety concerns—print media remains a trusted and accessible channel:

Over 40% of New Zealand's 15+ population read magazines either in print or online.

Magazines are most valued for their reliability, inspiration, and shopping guidance—offering an antidote to overwhelming digital messaging.



Key Readership Insights by publication (Q4 2023 – Q3 2024)



18.1%

of New Zealanders aged 15+ read AA Directions which is released quarterly, making it the most-read magazine nationwide.

10.6%

of New Zealanders read Kia Ora, the official Air New Zealand monthly magazine.

9.4%

of New Zealanders read New Zealand Woman's Weekly, reflecting consistent engagement in weekly print formats.

9.1%

of New Zealanders read The Australian Women's Weekly (NZ Edition), which is release bi-monthly.

8.0%

of New Zealanders read Woman's Day, while 6.8% follow The TV Guide weekly.

6.5%

of New Zealanders read NZ House & Garden, showcasing a steady interest in home lifestyle content.

6.0%

of New Zealanders read New Zealand Gardener released monthly.

6.0%

of New Zealanders read Reader's Digest, which is released bi-monthly.

5.4%

of New Zealanders read Mindfood, indicating a stable monthly niche following.



3.4%

of New Zealanders read New Zealand Listener, reaffirming its monthly cultural relevance.



...magazines remain a trusted medium, offering both reliability and relevance.

The Importance of Magazines in New Zealand:



The enduring appeal of magazines in New Zealand reaffirms their critical role in a diversified and fragmented media environment. As digital fatigue continues to affect audiences, magazines remain a trusted medium, offering both reliability and relevance. Their influence extends well beyond passive consumption, providing readers with inspiration, guidance, and meaningful content tailored to distinct lifestyles and interests.

More than just entertainment or information, magazines in New Zealand are a bridge between brands and their consumers, shaping opinions and driving purchasing decisions. In reaching key demographics—especially economically active individuals and primary household decision-makers—magazines continue to demonstrate their irreplaceable value in both print and digital forms.

Source: Nielsen National Readership Report.

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The Visual Media Association (VMA) is the recognised peak industry body for the paper, print, mail, publishing, packaging, graphic design, distribution, and media technology industries across Australia.

Operating for over 141 years, the VMA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership. VMA offers an end-to-end industry association solution that is relevant in all that it undertakes: advocating the relevance of the established media – print – that we all belong to; developing global partnerships and translating to regional requirements; awarding excellence; investing in products; and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The VMA is the largest print industry body, committed to building a stronger united leadership to deliver the goals of our members. United we lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our members' businesses operate within a future-proofed strategy for success.

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