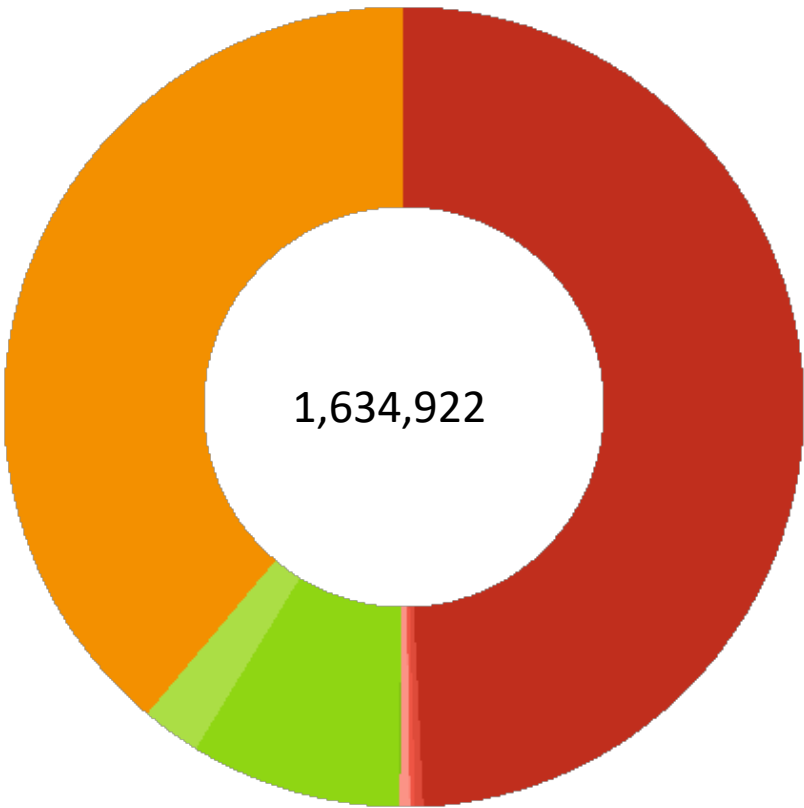


March 360°

Last updated: 01/02/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 636,000
1,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
20,182
4,996 FROM PREVIOUS PERIOD

Paid Subscribers 8,010
2,815 FROM PREVIOUS PERIOD

Print 360 636,000
1,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 923
-44 FROM LAST MONTH

Website Unique Users (NZ Only) 138,616
-15,344 FROM LAST MONTH

Email Newsletter Reach 39,156
11,758 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
804,893
-84,480 FROM LAST MONTH

Instagram Followers 5,169
-4,108 FROM LAST MONTH

Twitter Followers 3,398
41 FROM LAST MONTH

Linkedin Followers 220
18 FROM LAST MONTH

Youtube Reach (NZ Only) 6,547
6,547 FROM LAST MONTH



Data Sources: Nielsen CMI, Audit Bureau Circulation, Google Analytics, social media platform data and publisher's own data. Digital and Social metrics may be used for multiple titles in their individual brand 360°s but will only be used once when calculating the Total 360°. Please refer to the treatment of digital hubs in the metrics.

