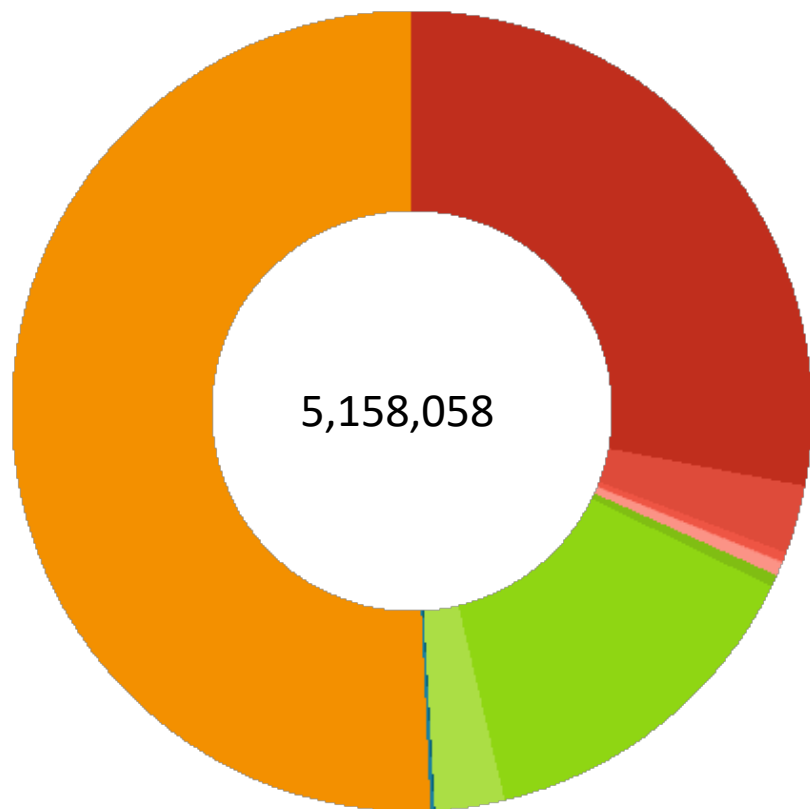


March 360°

Last updated: 01/02/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 2,617,000
-12,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
67,071

1,173 FROM PREVIOUS PERIOD
Paid Subscribers 85,687
2,530 FROM PREVIOUS PERIOD

Print 360 2,617,000
-12,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 24,873
2,658 FROM LAST MONTH

Website Unique Users (NZ Only) 724,831
25,544 FROM LAST MONTH

Email Newsletter Reach 144,812
15,139 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
1,444,201

-21,990 FROM LAST MONTH
Instagram Followers 142,381
66,321 FROM LAST MONTH

Twitter Followers 19,373
-478 FROM LAST MONTH

Pinterest Followers 1,400

Linkedin Followers 2,625
119 FROM LAST MONTH

Youtube Reach (NZ Only) 27,236
27,236 FROM LAST MONTH

Brand Extensions (rolling 12 months)

One Shots 2,120

Events 7,206