

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

¹²Digital Wetrics (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



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.

