

## Print Metrics (rolling 12 months)

Total Readership 291,000

Total Circulation (includes paid subscribers) 48,904

48,904 FROM PREVIOUS PERIOD Paid Subscribers 1,289
1,285 FROM PREVIOUS PERIOD

Print 360 291,000

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 256,241
-37,293 FROM LAST MONTH

Email Newsletter Reach 302,429 19,369 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 240,700

97,353 FROM LAST MONTH Instagram Followers 16,139 719 FROM LAST MONTH

Twitter Followers 1,482 -10 FROM LAST MONTH

Pinterest Followers 1,836 33 FROM LAST MONTH

Youtube Reach (NZ Only) 733,266 733,266 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.

