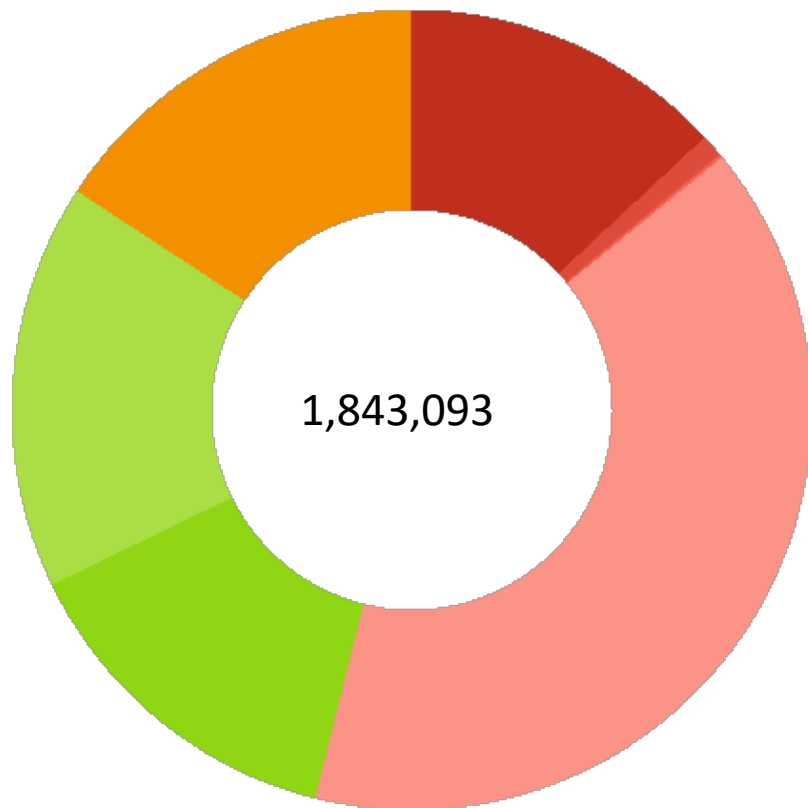


March 360°

Last updated: 01/08/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

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