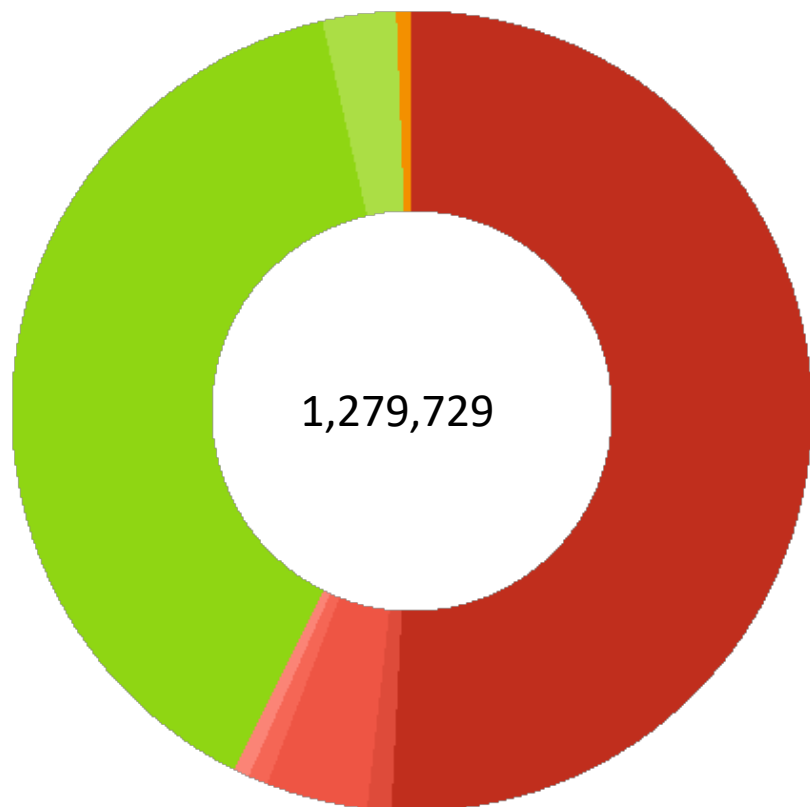


April 360°

Last updated: 01/01/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
8,015

214 FROM PREVIOUS PERIOD

Paid Subscribers 820

250 FROM PREVIOUS PERIOD

Print 360 8,015

214 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 500,071

3,982 FROM LAST MONTH

Email Newsletter Reach 38,137

-4,607 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
650,300

430,086 FROM LAST MONTH

Instagram Followers 12,435

266 FROM LAST MONTH

Twitter Followers 52,498

-203 FROM LAST MONTH

Pinterest Followers 10,282

277 FROM LAST MONTH

Linkedin Followers 7,991

319 FROM LAST MONTH