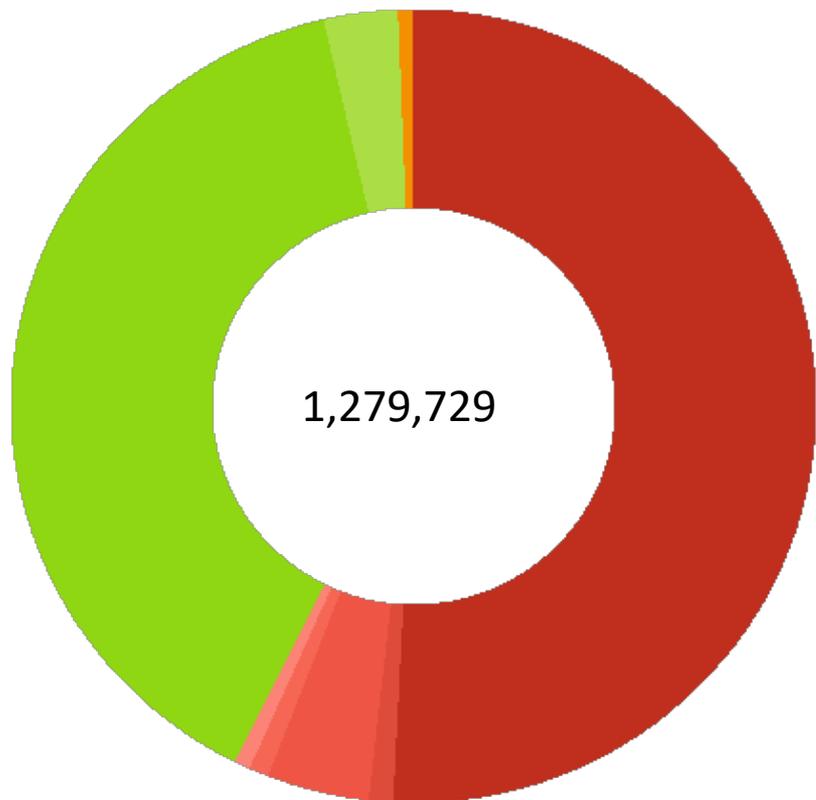


# April 360°

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



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.

