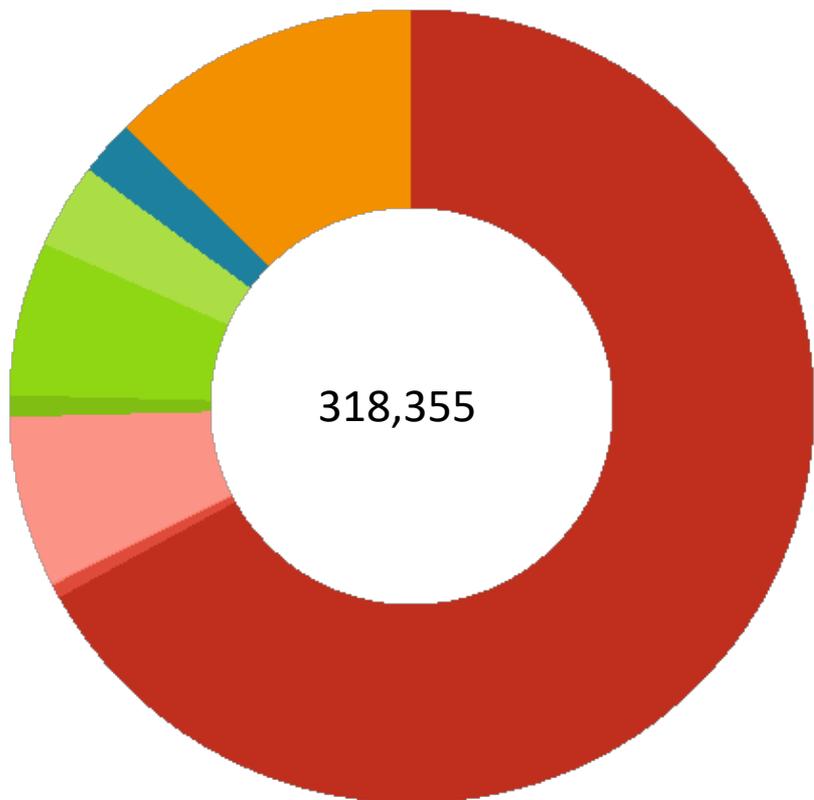


# April 360°

Last updated: 01/03/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
40,010

-1,754 FROM PREVIOUS PERIOD

Paid Subscribers 1,971

-143 FROM PREVIOUS PERIOD

Print 360 40,010

-1,754 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 2,819

-174 FROM LAST MONTH

Website Unique Users (NZ Only) 19,946

-414 FROM LAST MONTH

Email Newsletter Reach 10,995

-2,647 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
213,260

-9,862 FROM LAST MONTH

Instagram Followers 1,804

8 FROM LAST MONTH

Linkedin Followers 317

Youtube Reach (NZ Only) 21,998

21,998 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

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.

