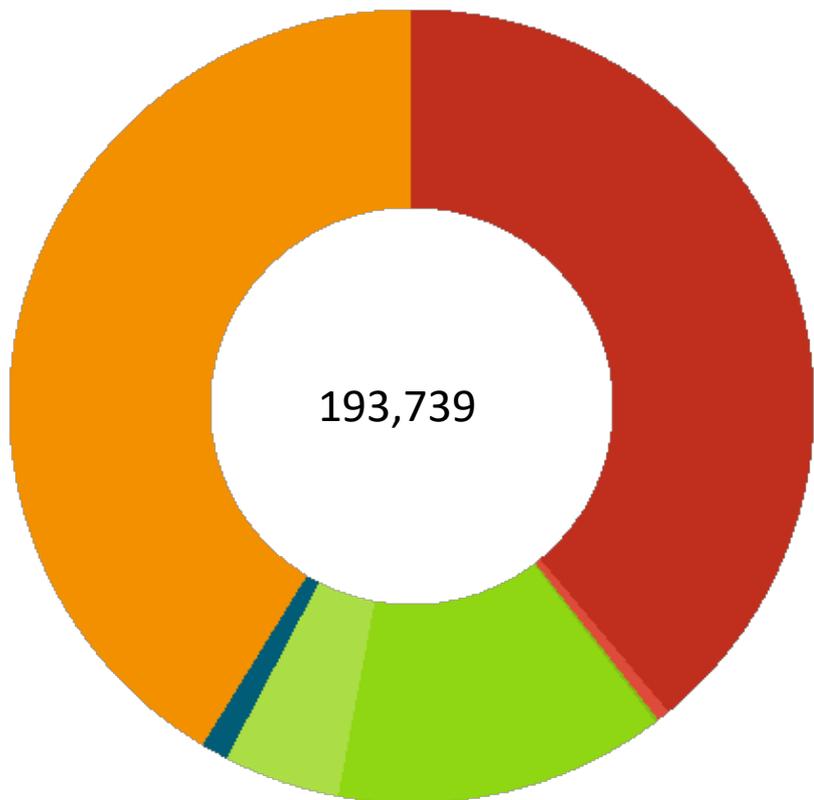


# April 360°

Last updated: 01/03/2022



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 80,000

Print 360 80,000

## Digital Metrics (monthly)

Digital Edition 250

Website Unique Users (NZ Only) 25,761

-40 FROM LAST MONTH

Email Newsletter Reach 9,066

126 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

75,541

-5,127 FROM LAST MONTH

Instagram Followers 1,001

751 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

One Shots 2,120



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.

