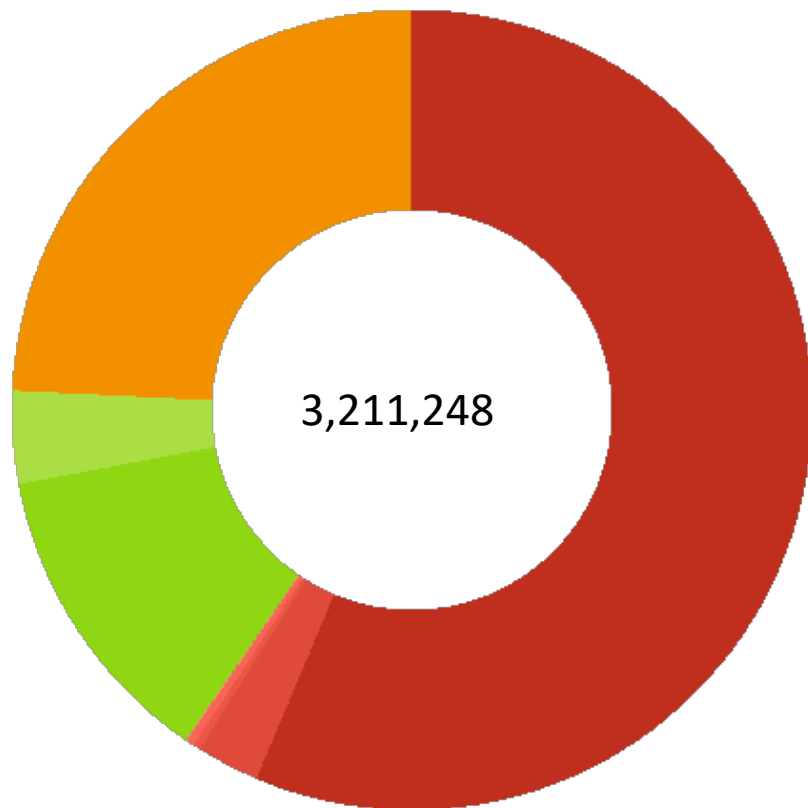


March 360°

Last updated: 01/01/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 778,000
-22,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
5,849
214 FROM PREVIOUS PERIOD

Paid Subscribers 36,448
250 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Print 360 778,000
-22,000 FROM PREVIOUS PERIOD

Digital Edition 233
-11 FROM LAST MONTH

Website Unique Users (NZ Only) 399,891
263,719 FROM LAST MONTH

Email Newsletter Reach 120,078
3,729 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
1,809,761
995,221 FROM LAST MONTH

Instagram Followers 81,537
-312,337 FROM LAST MONTH

Twitter Followers 9,389
3,949 FROM LAST MONTH

Pinterest Followers 10,859
285 FROM LAST MONTH

Youtube Reach (NZ Only) 1,500
1,500 FROM LAST MONTH