

## 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

Print 360 778,000

## -22DigitaliWetrics (monthly)

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



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.

