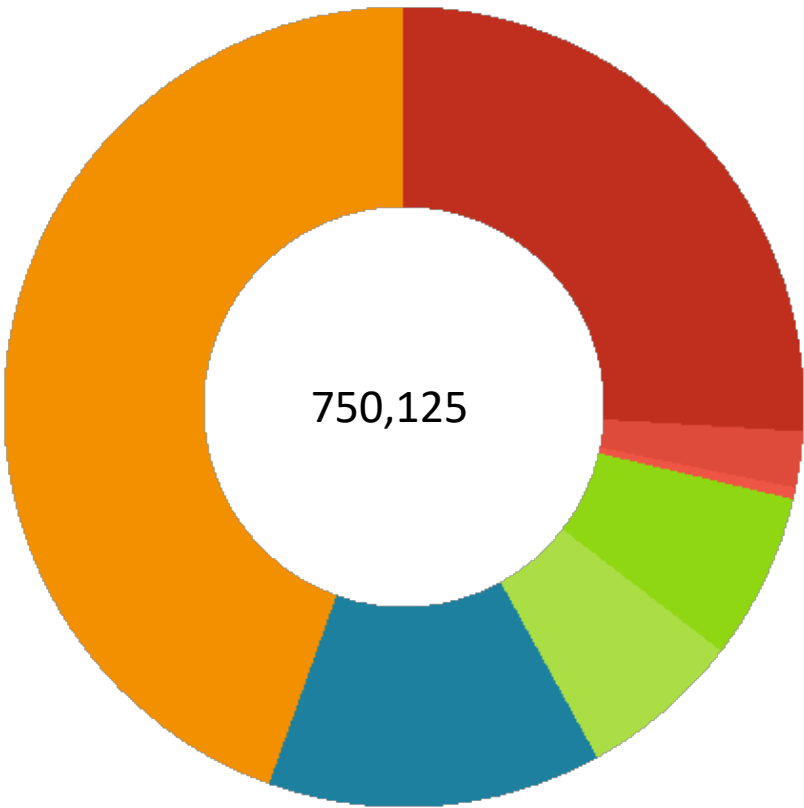


# Kōwhai Media May 360°

Last updated: 08/05/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 334,000  
-7,000 FROM PREVIOUS PERIOD

Total Circulation 11,499  
575 FROM PREVIOUS PERIOD

Print 360 334,000  
-7,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 50,494  
-11,408 FROM LAST MONTH

Email Newsletter Reach 49,104  
-1,092 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only) 194,884  
-4,251 FROM LAST MONTH

Instagram Followers 16,926  
300 FROM LAST MONTH

Twitter Followers 3,491  
16 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

Events 101,226



Data Sources: Nielsen CMI, Audit Bureau Circulation, Google Analytics, social media platform data and publisher's own data.

