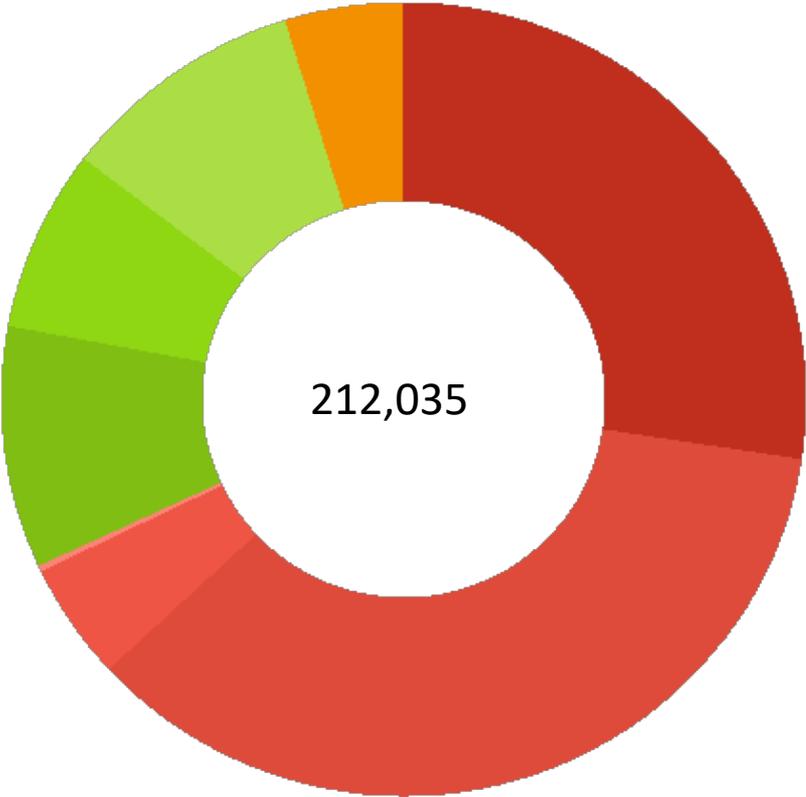


March 360°

Last updated: 01/07/2023



■ Print Metrics
 ■ Digital Metrics
 ■ Brand Extensions
 ■ Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
10,120
 -2,308 FROM PREVIOUS PERIOD
 Paid Subscribers 5,672
 -142 FROM PREVIOUS PERIOD

Print 360 10,120
 -2,308 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 20,900
 2,500 FROM LAST MONTH
 Website Unique Users (NZ Only) 15,723
 166 FROM LAST MONTH
 Email Newsletter Reach 20,900
 2,900 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
58,123
 -1,890 FROM LAST MONTH
 Instagram Followers 75,630
 69,567 FROM LAST MONTH
 Twitter Followers 10,135
 -527 FROM LAST MONTH
 LinkedIn Followers 504
 5 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.

