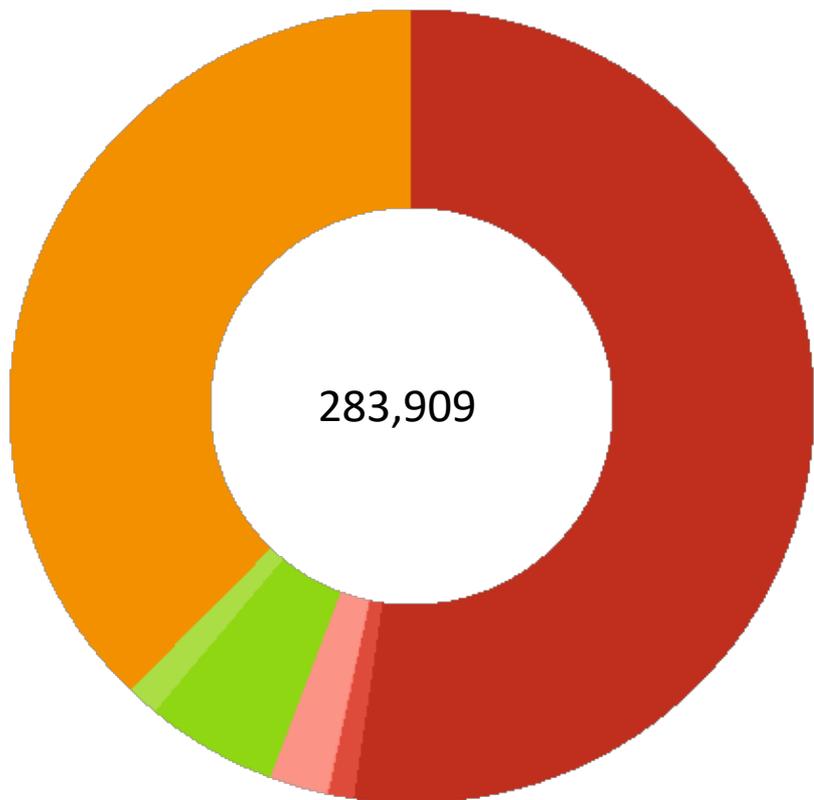


April 360°

Last updated: 01/04/2022



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 107,000

Total Circulation (includes paid subscribers)
5,176

5,176 FROM PREVIOUS PERIOD

Paid Subscribers 2,519

2,519 FROM PREVIOUS PERIOD

Print 360 107,000

Digital Metrics (monthly)

Website Unique Users (NZ Only) 15,061

253 FROM LAST MONTH

Email Newsletter Reach 3,676

44 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
148,496

-38,479 FROM LAST MONTH

Instagram Followers 2,909

22 FROM LAST MONTH

LinkedIn Followers 220

18 FROM LAST MONTH

Youtube Reach (NZ Only) 6,547

6,547 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.

