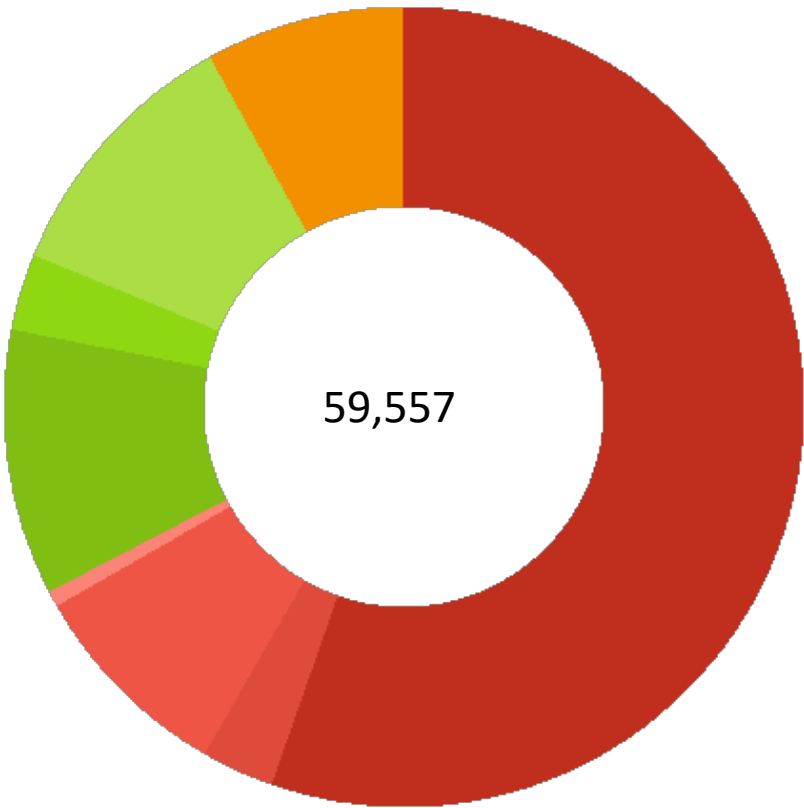


March 360°

Last updated: 01/06/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
4,801
-2,193 FROM PREVIOUS PERIOD
Paid Subscribers 2,443
-171 FROM PREVIOUS PERIOD

Print 360 4,801
-2,193 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 6,400

Website Unique Users (NZ Only) 1,840
-5,466 FROM LAST MONTH

Email Newsletter Reach 6,400
400 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
32,974
-997 FROM LAST MONTH
Instagram Followers 1,744
26 FROM LAST MONTH

Twitter Followers 5,015
8 FROM LAST MONTH

Linkedin Followers 383
43 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.

