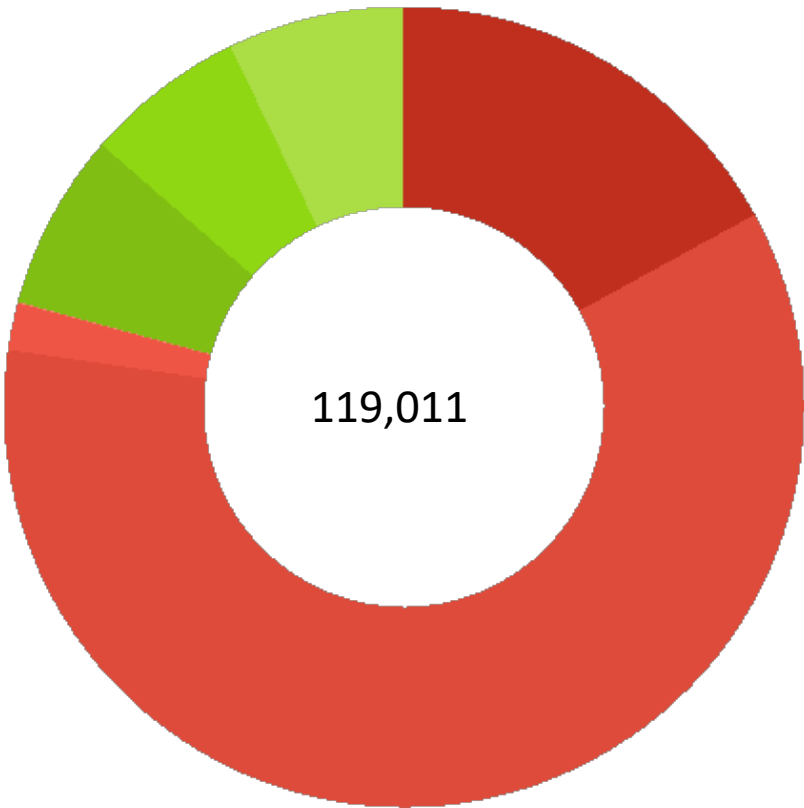


May 360°

Last updated: 01/07/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
20,249
-4,254 FROM LAST MONTH
Instagram Followers 71,715
69,544 FROM LAST MONTH
Twitter Followers 2,288
-544 FROM LAST MONTH
Linkedin Followers 41
-39 FROM LAST MONTH

Digital Metrics (monthly)

Digital Edition 8,500
2,500 FROM LAST MONTH
Website Unique Users (NZ Only) 7,718
6,027 FROM LAST MONTH
Email Newsletter Reach 8,500
2,500 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.

