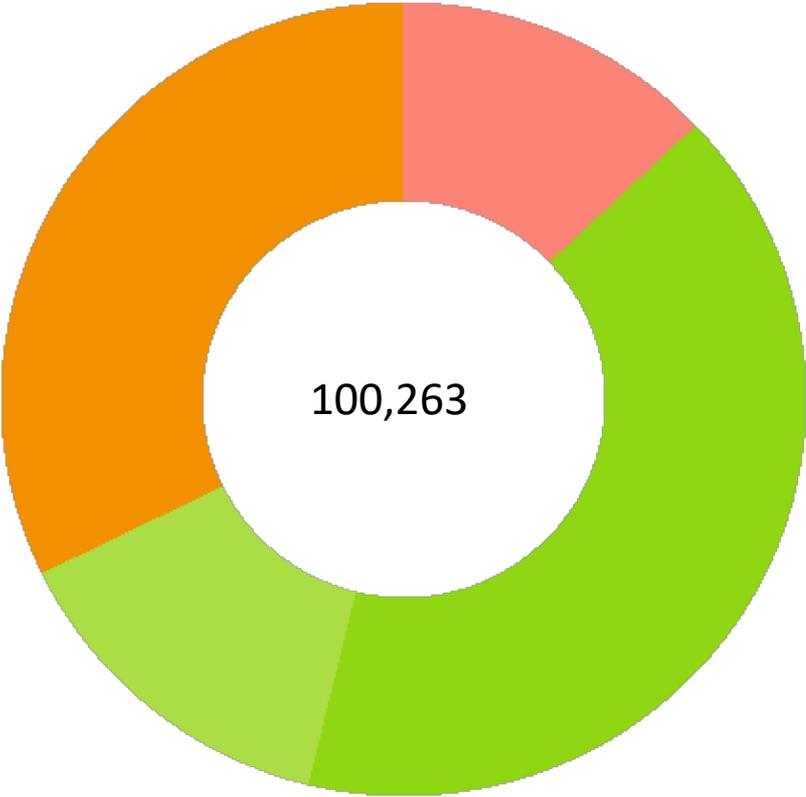


May 360°

Last updated: 01/05/2023



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

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers) 32,309
 -2,014 FROM PREVIOUS PERIOD
 Paid Subscribers 287

Print 360 32,309
 -2,014 FROM PREVIOUS PERIOD

Social Platforms (monthly)

Linkedin Followers 12,928
 480 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 41,026
 3,593 FROM LAST MONTH

Email Newsletter Reach 14,000



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.

