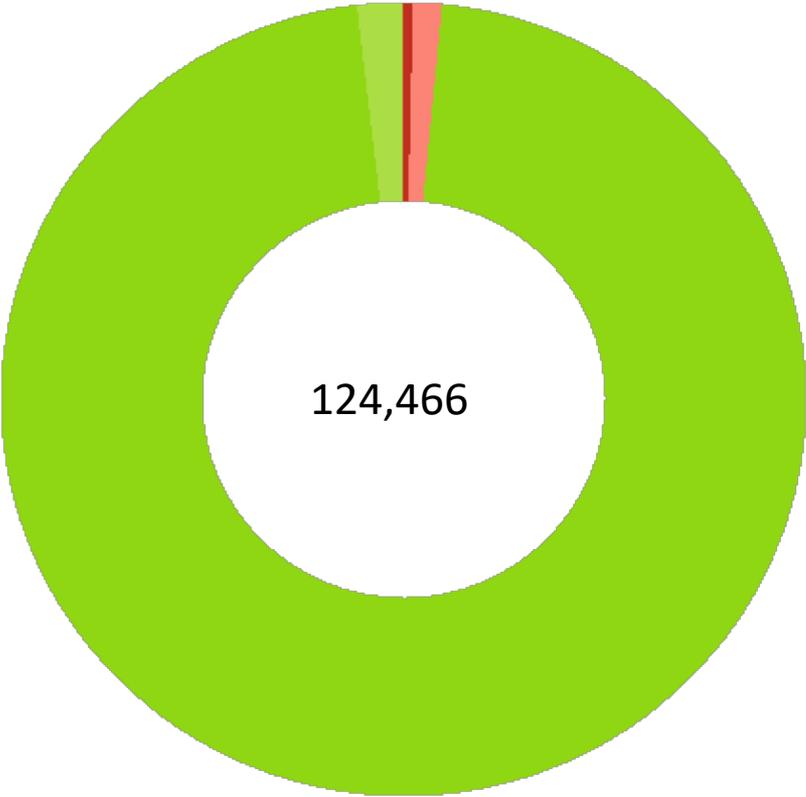


May 360°

Last updated: 01/04/2024



Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
 460
 -232 FROM LAST MONTH
 LinkedIn Followers 1,432
 249 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 120,257
 -5,192 FROM LAST MONTH
 Email Newsletter Reach 2,317
 90 FROM LAST MONTH

Print Metrics Digital Metrics Brand Extensions Social Platforms



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.

