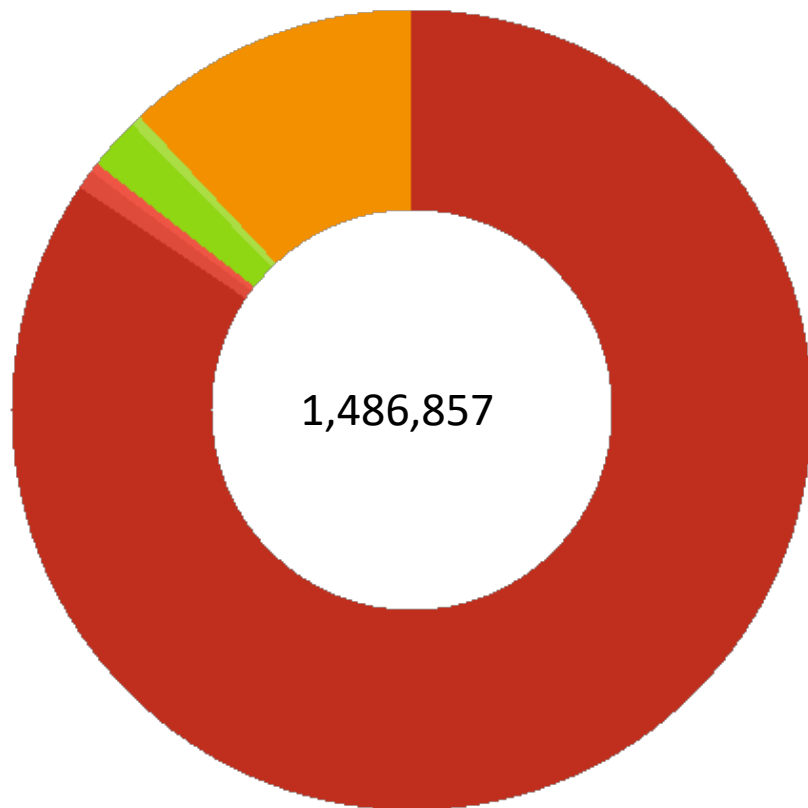


May 360°

Last updated: 01/12/2022



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 177,000
~~-18,000~~ FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
5,849
~~214~~ FROM PREVIOUS PERIOD

Paid Subscribers 10,876
~~250~~ FROM PREVIOUS PERIOD

Print 360 177,000
~~-18,000~~ FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 31,260
~~1,651~~ FROM LAST MONTH

Email Newsletter Reach 6,406
~~1,042~~ FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
1,254,841
~~617,043~~ FROM LAST MONTH

Instagram Followers 11,503
~~723~~ FROM LAST MONTH

Twitter Followers 5,840
~~8~~ FROM LAST MONTH

Linkedin Followers 7



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.

