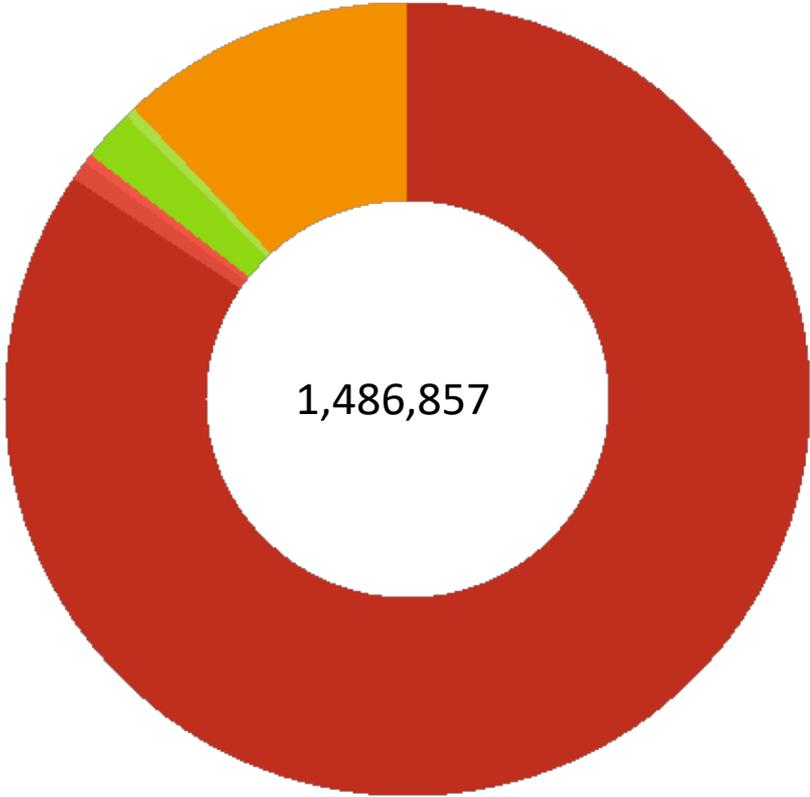


May 360°

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 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.

