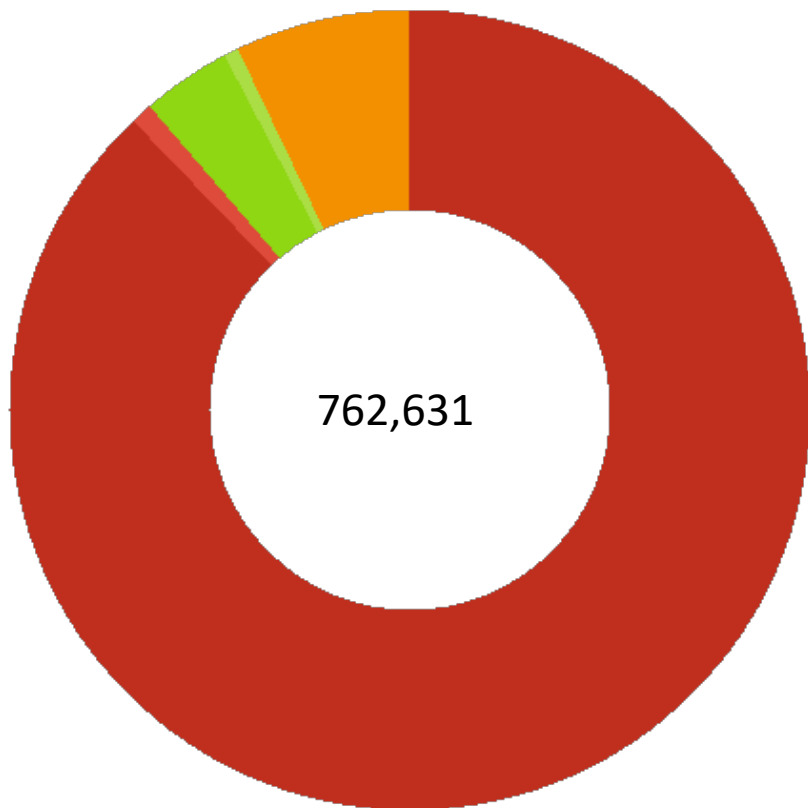


# April 360°

Last updated: 01/10/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 54,000  
-18,000 FROM PREVIOUS PERIOD

Paid Subscribers 2,655

Print 360 54,000  
-18,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 27,533  
3,641 FROM LAST MONTH

Email Newsletter Reach 4,515  
561 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
669,919

184,198 FROM LAST MONTH  
Instagram Followers 6,664  
532 FROM LAST MONTH