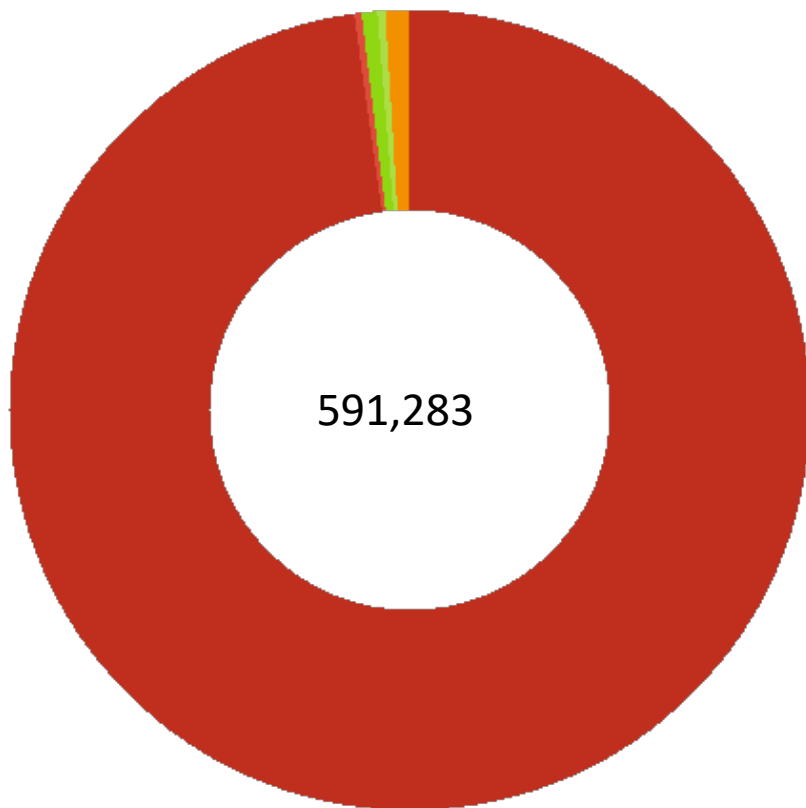


May 360°

Last updated: 01/10/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
5,849

214 FROM PREVIOUS PERIOD

Paid Subscribers 820

250 FROM PREVIOUS PERIOD

Print 360 5,849

214 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 3,727

-1,990 FROM LAST MONTH

Email Newsletter Reach 1,891

481 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
578,054

434,586 FROM LAST MONTH

Instagram Followers 1,762

188 FROM LAST MONTH