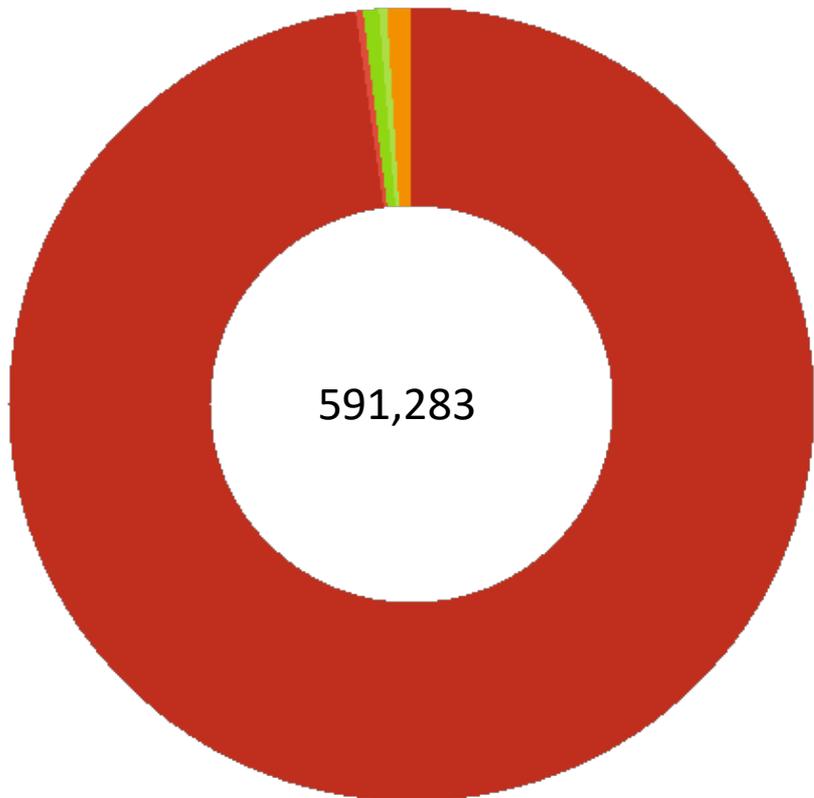


# May 360°

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

## 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

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 3,727

-1,990 FROM LAST MONTH

Email Newsletter Reach 1,891

481 FROM LAST MONTH



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.

