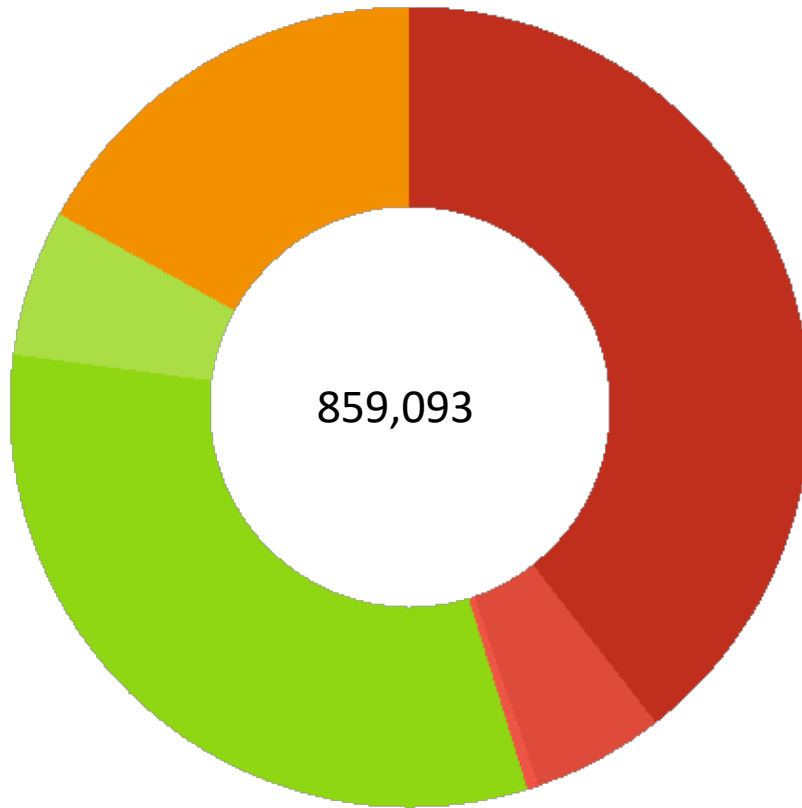


# May 360°

Last updated: 01/09/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 146,000  
-4,000 FROM PREVIOUS PERIOD

Print 360 146,000  
-4,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 273,535  
273,535 FROM LAST MONTH

Email Newsletter Reach 50,751  
751 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
339,000

339,000 FROM LAST MONTH  
Instagram Followers 45,800  
-313,700 FROM LAST MONTH

Twitter Followers 4,007  
4,007 FROM LAST MONTH