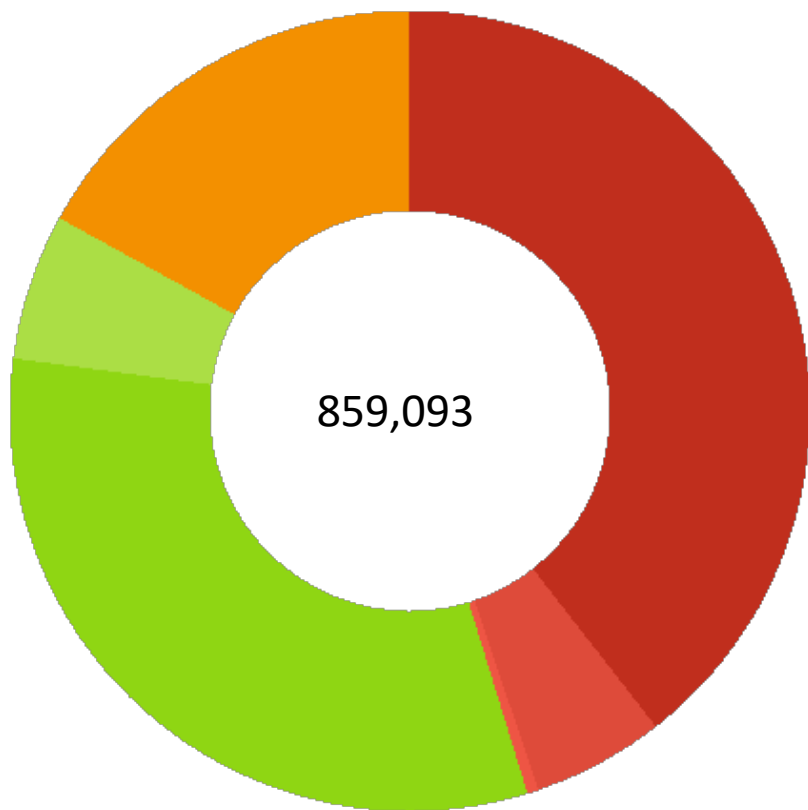


April 360°

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