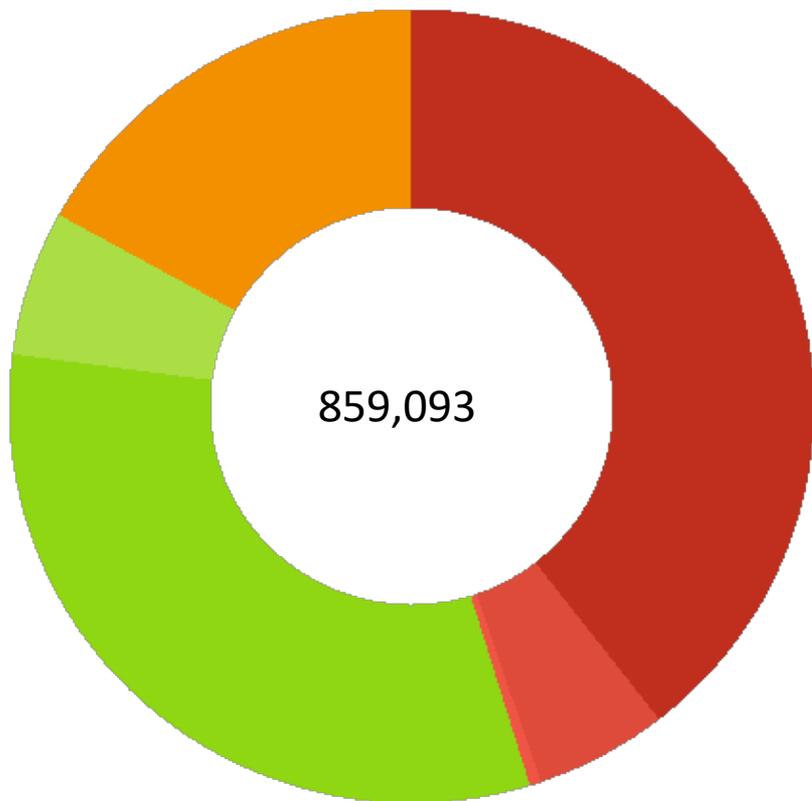


# April 360°

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



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.

