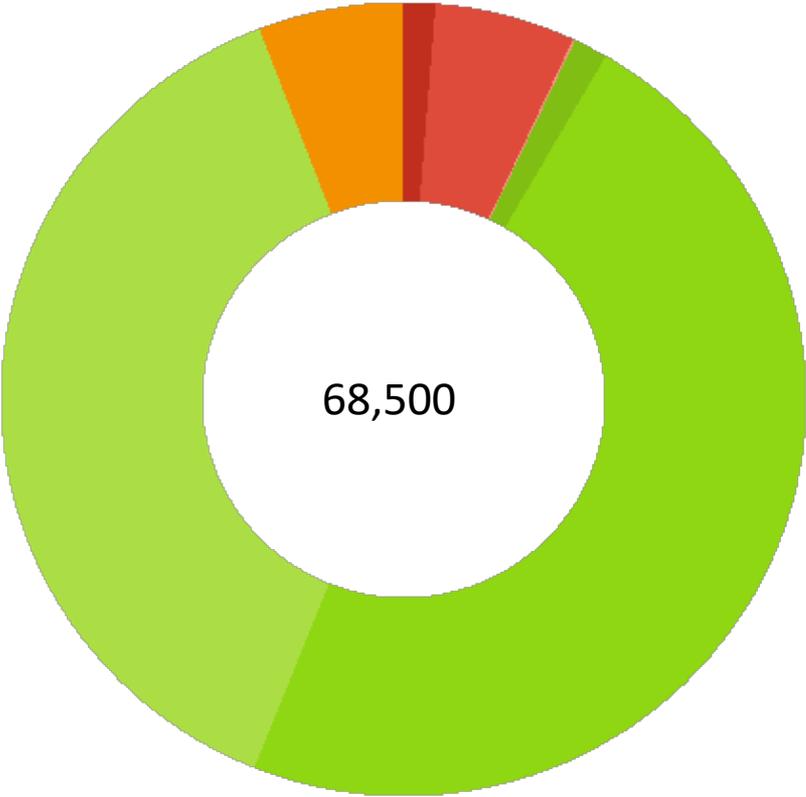


May 360°

Last updated: 01/09/2021



■ Print Metrics
 ■ Digital Metrics
 ■ Brand Extensions
 ■ Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
4,000
 4,000 FROM PREVIOUS PERIOD
 Paid Subscribers 900
 900 FROM PREVIOUS PERIOD

Print 360 4,000
 4,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 937

 Website Unique Users (NZ Only) 32,664

 Email Newsletter Reach 26,104

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
 862

 Instagram Followers 3,873

 Youtube Reach (NZ Only) 60
 60 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.

