

## Print Metrics (rolling 12 months)

Total Readership 181,000

Paid Subscribers 16,883

Print 360 181,000

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 84,096
-2,604 FROM LAST MONTH

Email Newsletter Reach 41,389
-244 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 69,988

-2,346 FROM LAST MONTH Instagram Followers 7,694 44 FROM LAST MONTH

Pinterest Followers 10,282 277 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.

