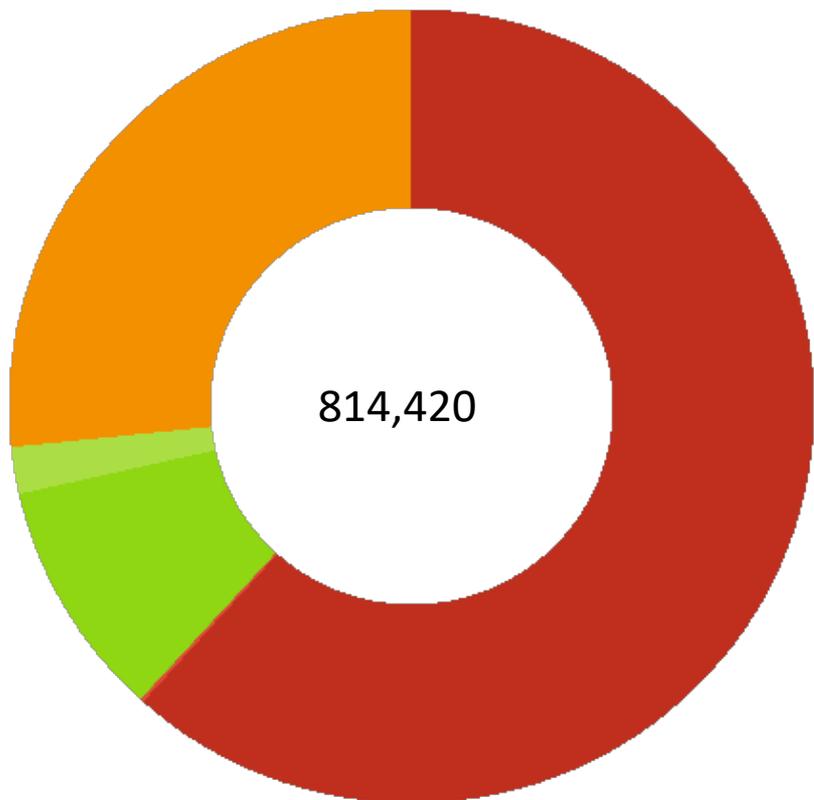


# April 360°

Last updated: 01/11/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 217,000  
1,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)  
8,503

Print 360 217,000  
1,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 97  
6 FROM LAST MONTH

Website Unique Users (NZ Only) 78,710  
-6,912 FROM LAST MONTH

Email Newsletter Reach 15,561  
8,372 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
501,866

-94,038 FROM LAST MONTH  
Instagram Followers 1,186



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.

