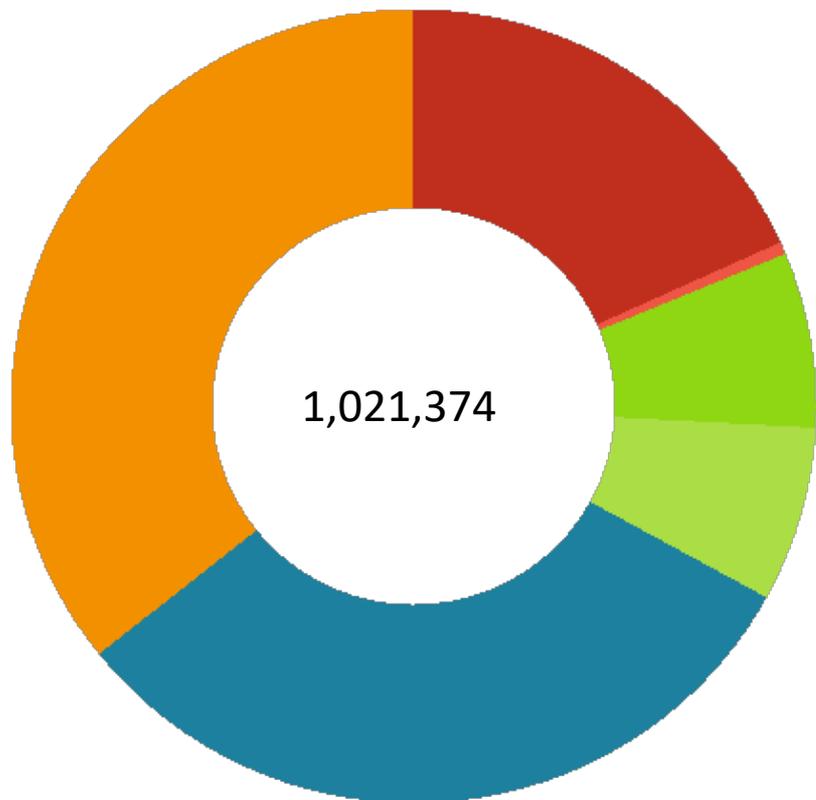


# April 360°

Last updated: 01/03/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 365,000

Paid Subscribers 7,761

Print 360 365,000

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 72,933

28,029 FROM LAST MONTH

Email Newsletter Reach 72,933

-756 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

186,146

-46,131 FROM LAST MONTH

Twitter Followers 5,085

12 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

Events 319,277



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.

