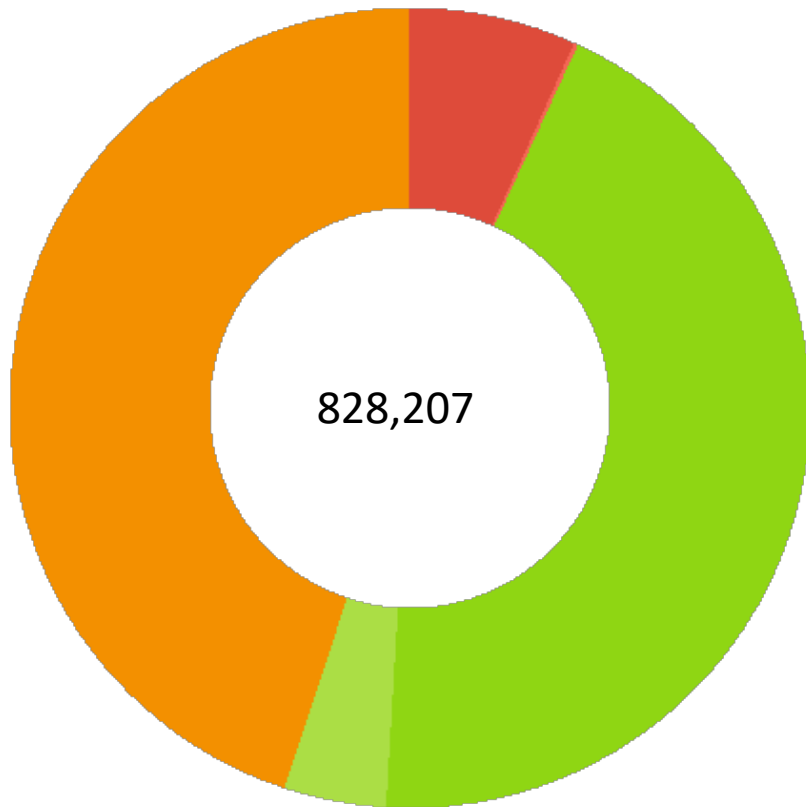


April 360°

Last updated: 01/02/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 372,000

Paid Subscribers 17,302

Print 360 372,000

Digital Metrics (monthly)

Website Unique Users (NZ Only) 364,895
21,527 FROM LAST MONTH

Email Newsletter Reach 34,212
-212 FROM LAST MONTH

Social Platforms (monthly)

Instagram Followers 55,700
100 FROM LAST MONTH

Pinterest Followers 1,400



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.

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