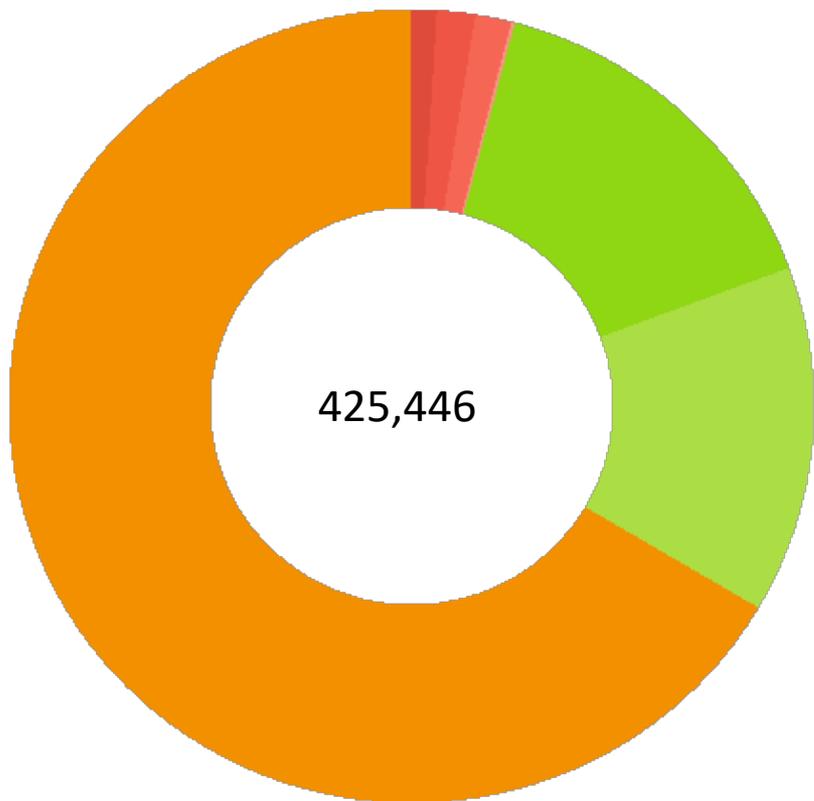


# April 360°

Last updated: 01/06/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 283,000

-4,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)  
25,581

Print 360 283,000

-4,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 64,677

-5,200 FROM LAST MONTH

Email Newsletter Reach 60,212

-1,062 FROM LAST MONTH

## Social Platforms (monthly)

Instagram Followers 4,223

54 FROM LAST MONTH

Twitter Followers 6,535

121 FROM LAST MONTH

Pinterest Followers 6,169

114 FROM LAST MONTH

LinkedIn Followers 76

1 FROM LAST MONTH

Youtube Reach (NZ Only) 554

554 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.

