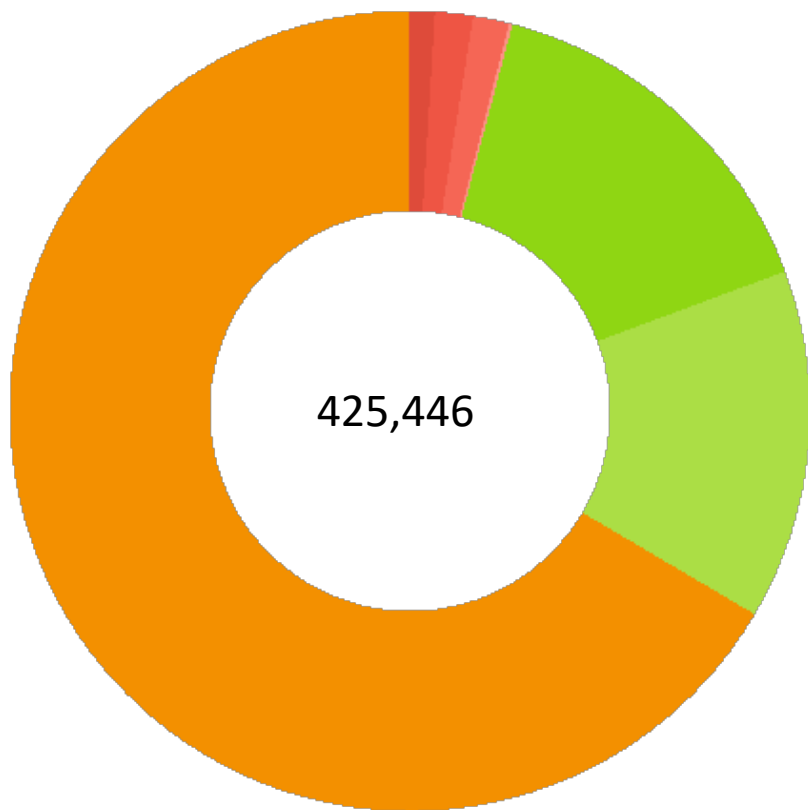


April 360°

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