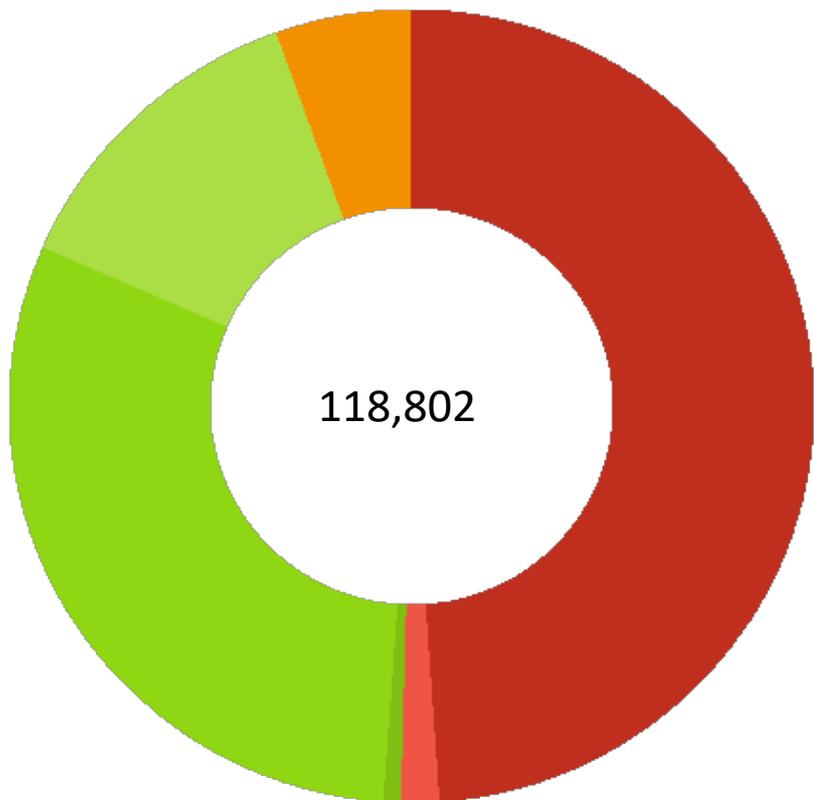


# April 360°

Last updated: 01/02/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
6,503

-180 FROM PREVIOUS PERIOD  
Paid Subscribers 5,491  
296 FROM PREVIOUS PERIOD

Print 360 6,503  
-180 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 826  
-50 FROM LAST MONTH

Website Unique Users (NZ Only) 36,145  
-8,685 FROM LAST MONTH

Email Newsletter Reach 15,419  
3,342 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
58,092

48,037 FROM LAST MONTH  
Twitter Followers 1,817  
41 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.

