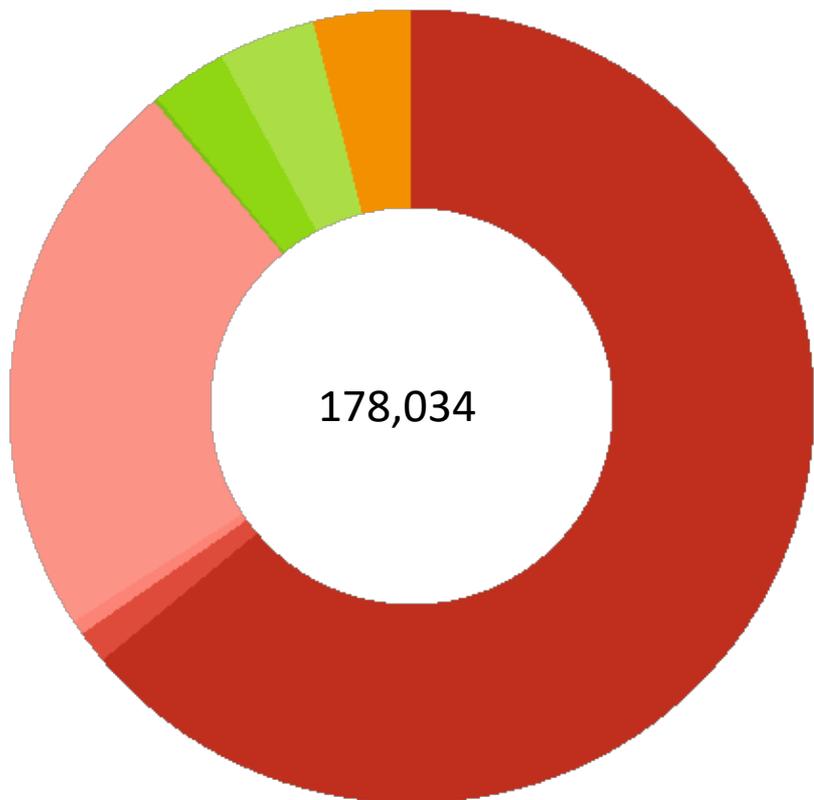


April 360°

Last updated: 01/07/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
7,032

-87 FROM PREVIOUS PERIOD

Paid Subscribers 1,995

543 FROM PREVIOUS PERIOD

Print 360 7,032

-87 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 288

19 FROM LAST MONTH

Website Unique Users (NZ Only) 5,445

-663 FROM LAST MONTH

Email Newsletter Reach 6,904

-4,899 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
113,832

10,014 FROM LAST MONTH

Instagram Followers 2,377

43 FROM LAST MONTH

Linkedin Followers 1,056

44 FROM LAST MONTH

Youtube Reach (NZ Only) 41,100

41,100 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.

