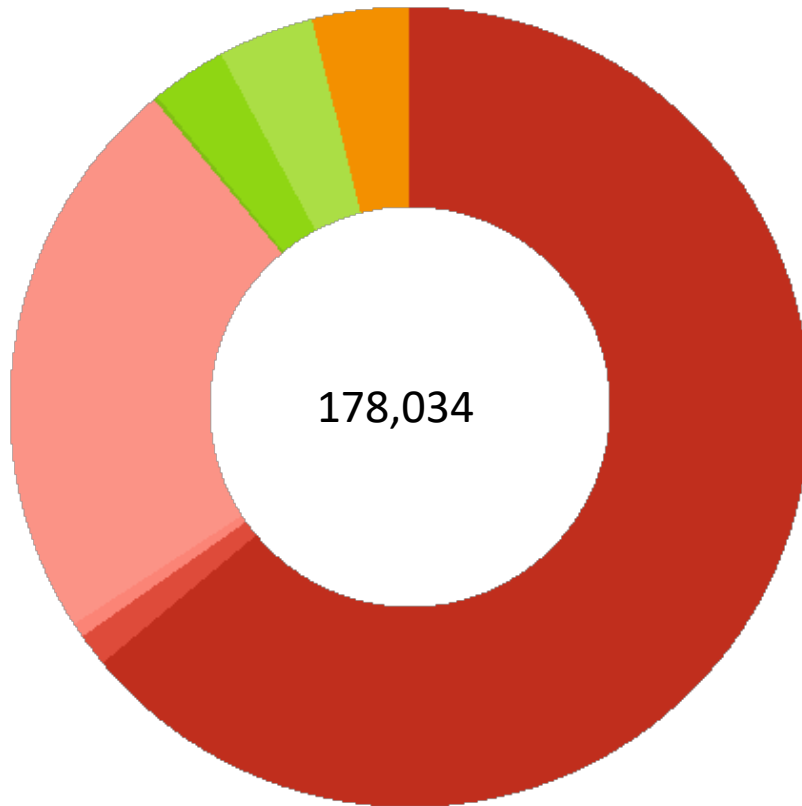


# April 360°

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