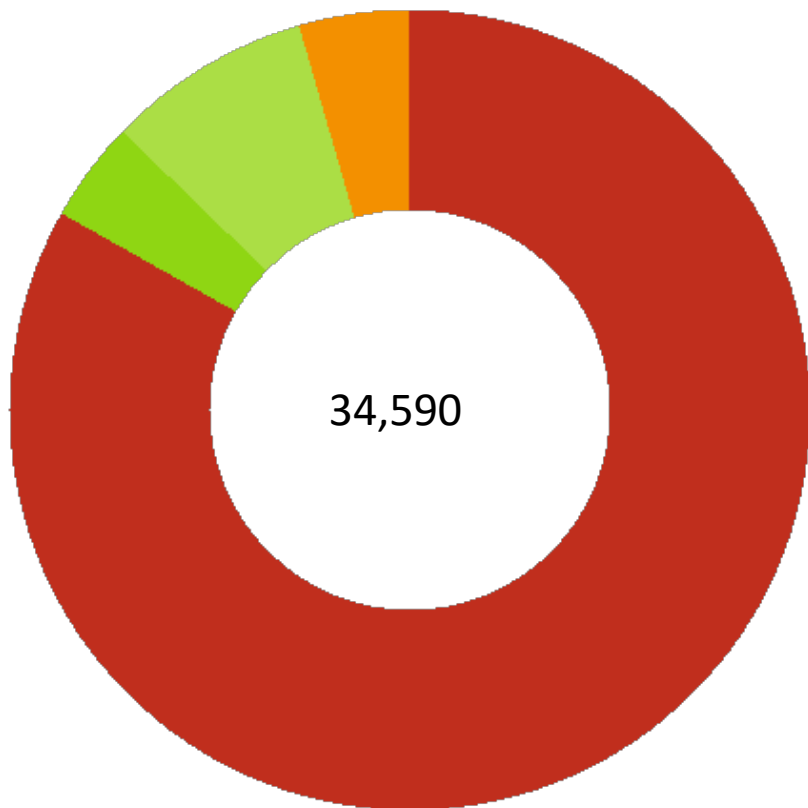


April 360°

Last updated: 01/11/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 1,548

-45 FROM PREVIOUS PERIOD

Print 360 1,548

-45 FROM PREVIOUS PERIOD

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

28,769

-876 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 1,410

-39 FROM LAST MONTH

Email Newsletter Reach 2,863

1,863 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.

