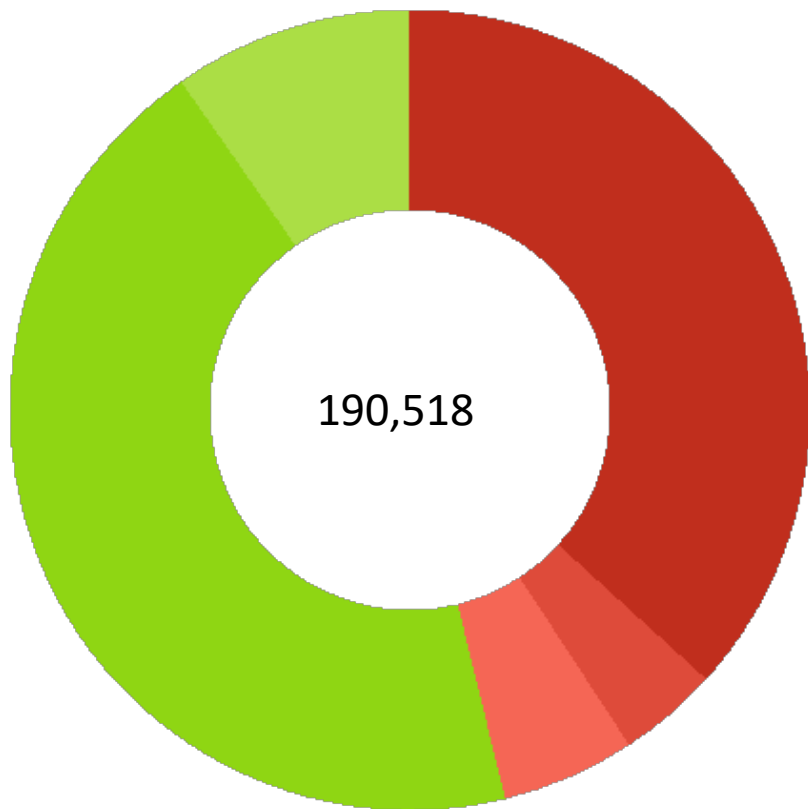


# April 360°

Last updated: 01/06/2022



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
69,988

-2,346 FROM LAST MONTH

Instagram Followers 7,694

44 FROM LAST MONTH

Pinterest Followers 10,282

277 FROM LAST MONTH

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 84,096

-2,604 FROM LAST MONTH

Email Newsletter Reach 18,458

-62 FROM LAST MONTH