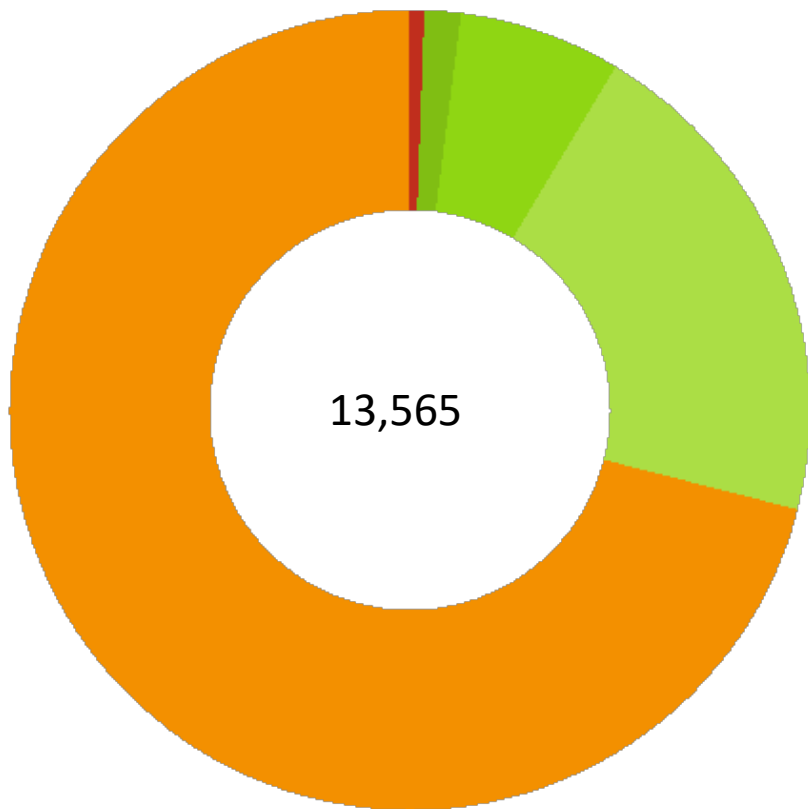


April 360°

Last updated: 01/03/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
9,631

-232 FROM PREVIOUS PERIOD
Paid Subscribers 14

Print 360 9,631

-232 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 200

-12 FROM LAST MONTH

Website Unique Users (NZ Only) 888

-51 FROM LAST MONTH

Email Newsletter Reach 2,769

-9 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 77

10 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.

