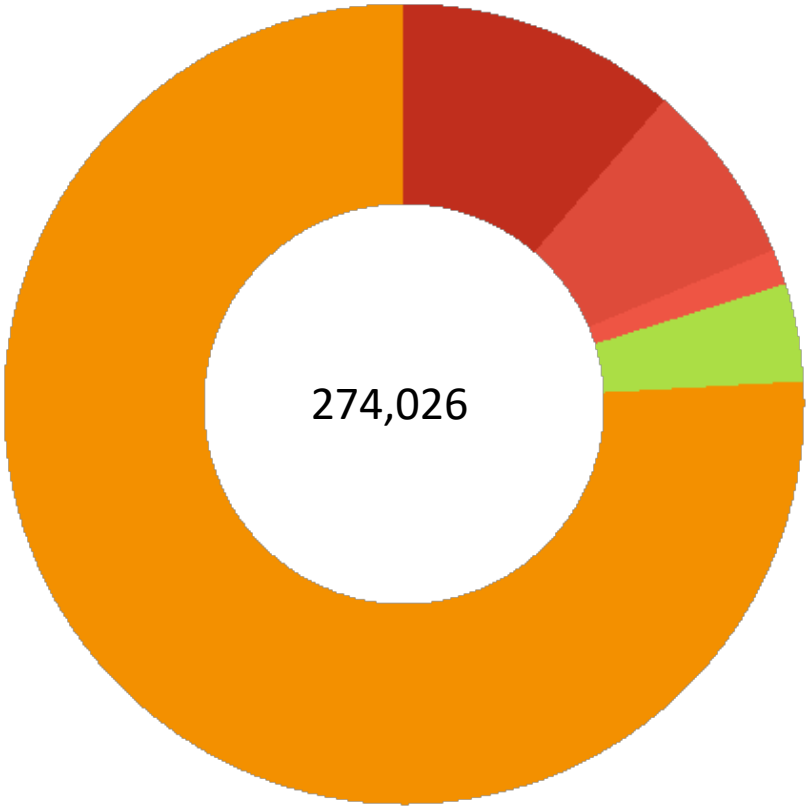
March 360°

Last updated: 01/02/2020



Print Metrics (rolling 12 months)

Total Readership 208,000
11,000 FROM PREVIOUS PERIOD

Print 360 208,000
11,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Email Newsletter Reach 10,830
-51 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 30,917
-5,505 FROM LAST MONTH

Instagram Followers 20,348
79 FROM LAST MONTH

Twitter Followers 3,931
-4 FROM LAST MONTH

MAGAZINE 360°

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.

MPA Magazine Publishers Association

@2024 Magazine 360°. All rights reserved.