



## Digital Metrics (monthly)

Website Unique Users (NZ Only) 364,895  
21,527 FROM LAST MONTH

Email Newsletter Reach 5,549  
-29 FROM LAST MONTH

Print Metrics Digital Metrics Brand Extensions Social Platforms



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.

