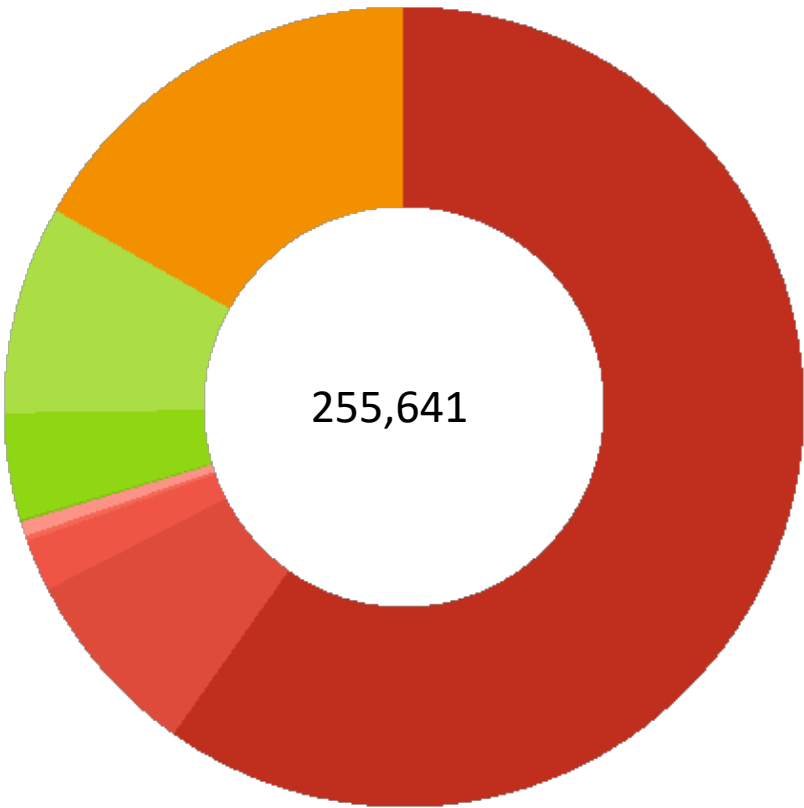


March 360°

Last updated: 01/01/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 43,000

Paid Subscribers 1,713

Print 360 43,000

Digital Metrics (monthly)

Digital Edition 233

-11 FROM LAST MONTH

Website Unique Users (NZ Only) 11,000

-8,863 FROM LAST MONTH

Email Newsletter Reach 21,532

2,180 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

152,800

39,783 FROM LAST MONTH

Instagram Followers 19,617

599 FROM LAST MONTH

Twitter Followers 5,382

-58 FROM LAST MONTH

Pinterest Followers 577

8 FROM LAST MONTH

Youtube Reach (NZ Only) 1,500

1,500 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.

