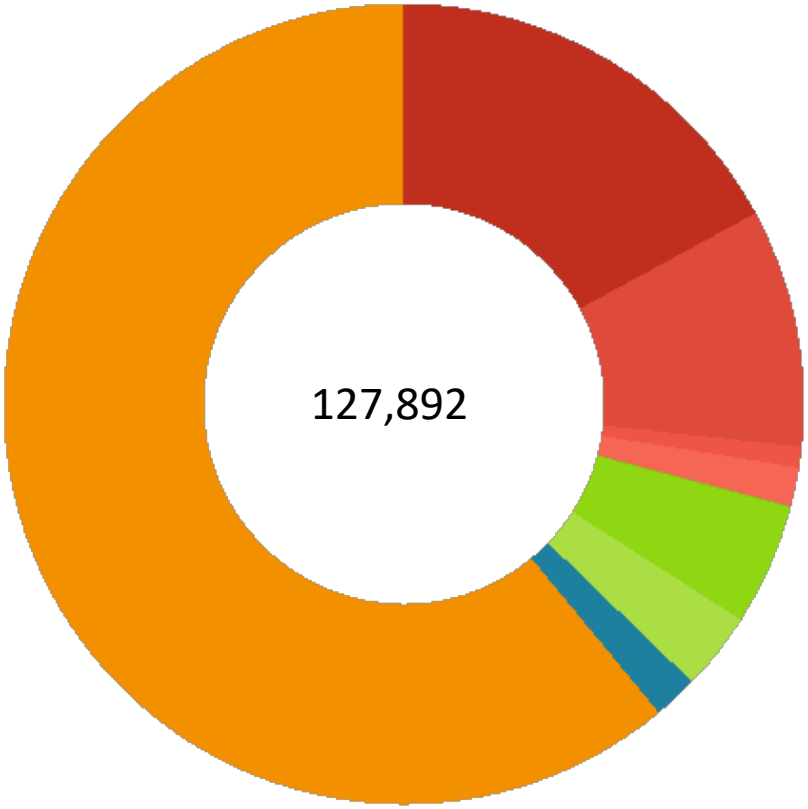
March 360°

Last updated: 01/04/2019



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 78,000
4,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 2,931
-372 FROM PREVIOUS PERIOD

Print 360 78,000
4,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 74
-8 FROM LAST MONTH

Website Unique Users (NZ Only) 6,267
7 FROM LAST MONTH

Email Newsletter Reach 4,028
-25 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 21,848
2,847 FROM LAST MONTH

Instagram Followers 12,300

Twitter Followers 1,076
-5 FROM LAST MONTH

Pinterest Followers 2,000

Brand Extensions (rolling 12 months)

Events 2,299

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

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