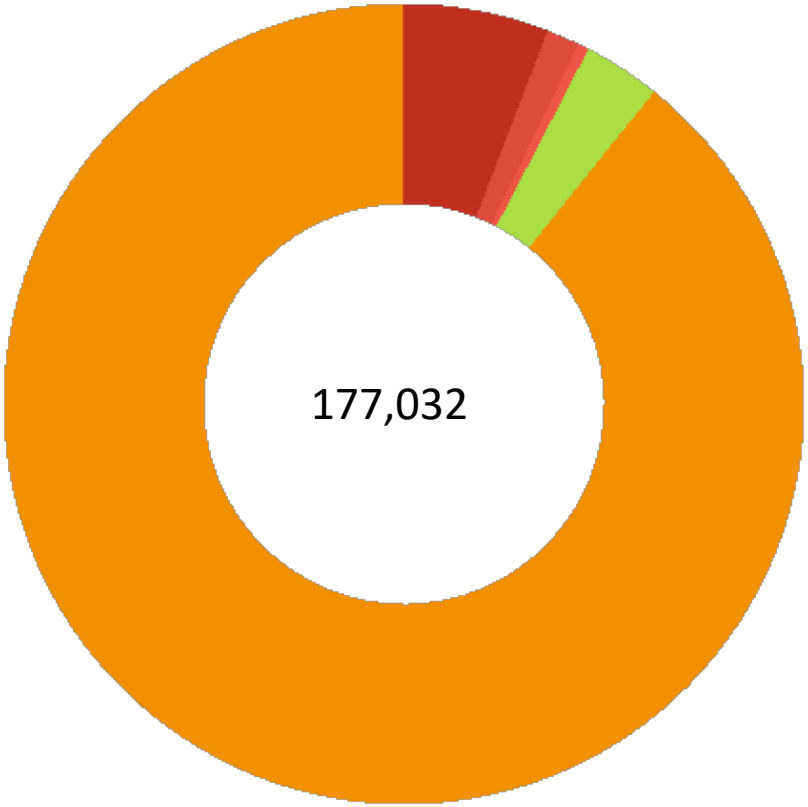
March 360°

Last updated: 01/02/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 158,000
-3,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 22,187

Print 360 158,000
-3,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Email Newsletter Reach 5,526
-35 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 10,357
2,156 FROM LAST MONTH

Instagram Followers 2,360
38 FROM LAST MONTH

Twitter Followers 789
-1 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

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