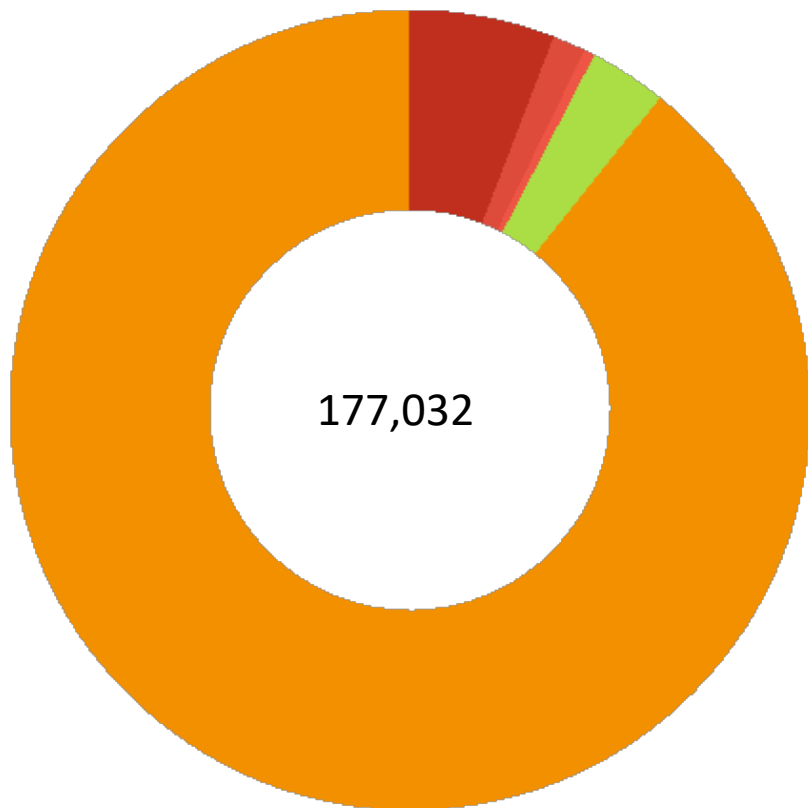


April 360°

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