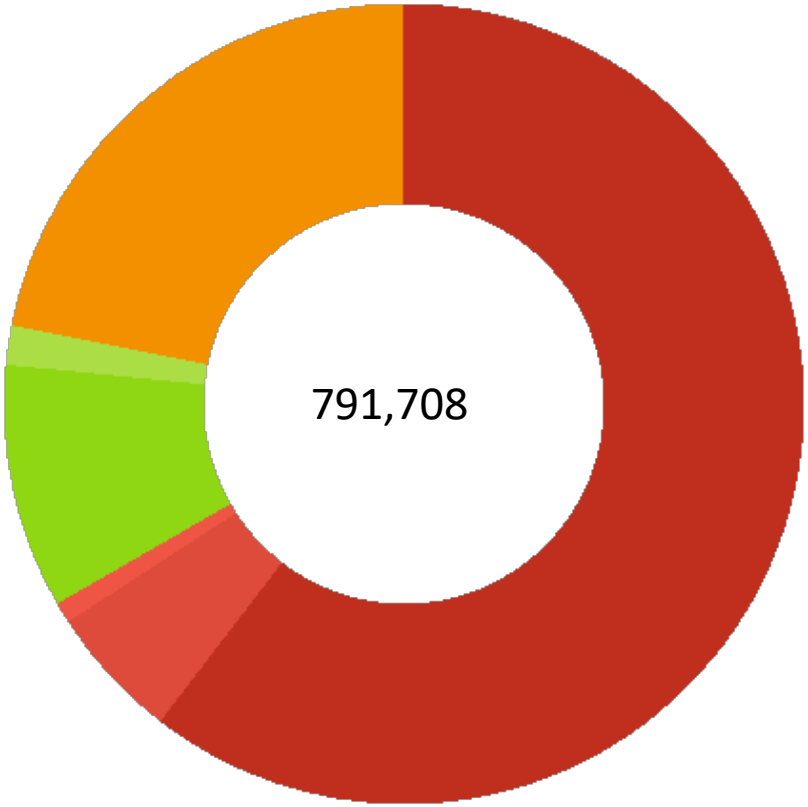
March 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 173,000
8,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 13,003

Print 360 173,000
8,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 78,207
-67,041 FROM LAST MONTH

Email Newsletter Reach 12,567
87 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 478,424
-103,841 FROM LAST MONTH

Instagram Followers 42,790
185 FROM LAST MONTH

Twitter Followers 6,720
-30 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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