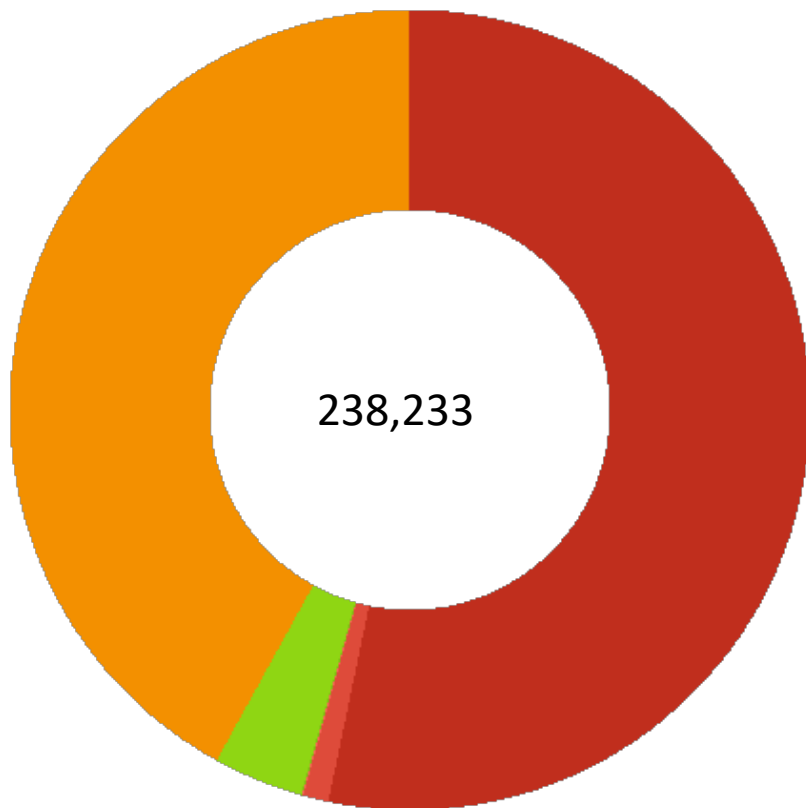


March 360°

Last updated: 01/10/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 100,000
-3,000 FROM PREVIOUS PERIOD

Print 360 100,000
-3,000 FROM PREVIOUS PERIOD

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
126,919

22,766 FROM LAST MONTH
Instagram Followers 2,460
92 FROM LAST MONTH

Pinterest Followers 111
-1,189 FROM LAST MONTH

Digital Metrics (monthly)

Digital Edition 96
-7 FROM LAST MONTH

Website Unique Users (NZ Only) 8,647
-2,161 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.

