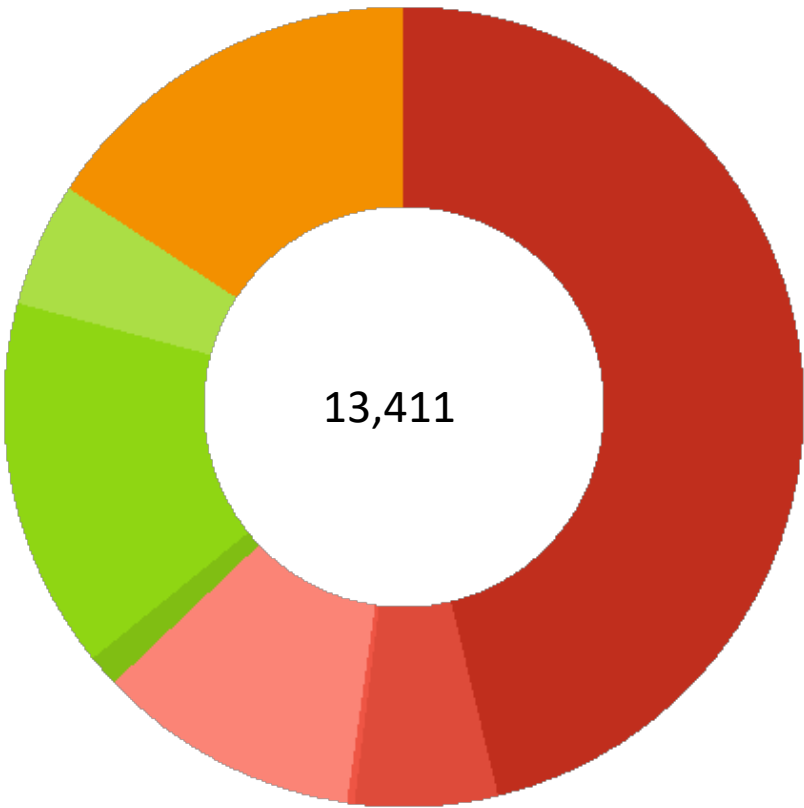


March 360°

Last updated: 01/08/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)
2,120
71 FROM PREVIOUS PERIOD
Paid Subscribers 134
-29 FROM PREVIOUS PERIOD

Print 360 2,120
71 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 172
-3 FROM LAST MONTH
Website Unique Users (NZ Only) 2,011
-2,822 FROM LAST MONTH
Email Newsletter Reach 672
142 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
6,198
-8,536 FROM LAST MONTH
Instagram Followers 773
37 FROM LAST MONTH
Twitter Followers 41
2 FROM LAST MONTH
Linkedin Followers 1,424
102 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.

