

## Print Metrics (rolling 12 months)

Total Readership 291,000

Paid Subscribers 4

Print 360 291,000

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 247,204
-37,517 FROM LAST MONTH

Email Newsletter Reach 275,060 19,266 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 240,700

97,353 FROM LAST MONTH Instagram Followers 10,597 160 FROM LAST MONTH

Pinterest Followers 1,836
33 FROM LAST MONTH

Youtube Reach (NZ Only) 733,266 733,266 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.

