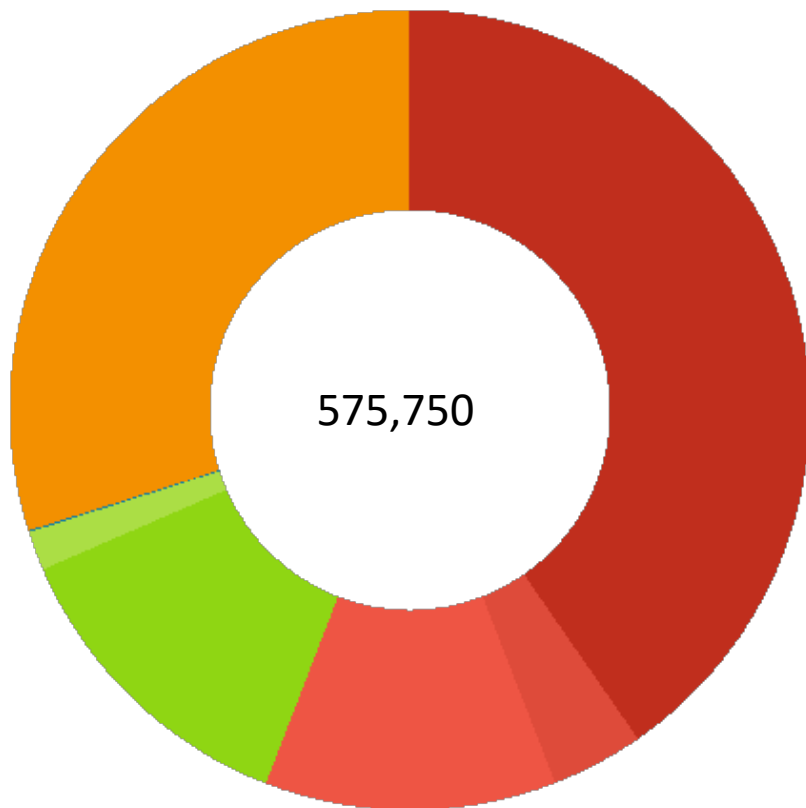


March 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 172,000

-1,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
9,267

Print 360 172,000

-1,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 72,645

-6,570 FROM LAST MONTH

Email Newsletter Reach 9,100

5 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

232,323

64,841 FROM LAST MONTH

Instagram Followers 21,486

279 FROM LAST MONTH

Twitter Followers 67,807

-68 FROM LAST MONTH

Brand Extensions (rolling 12 months)

Events 389