

## 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



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.

