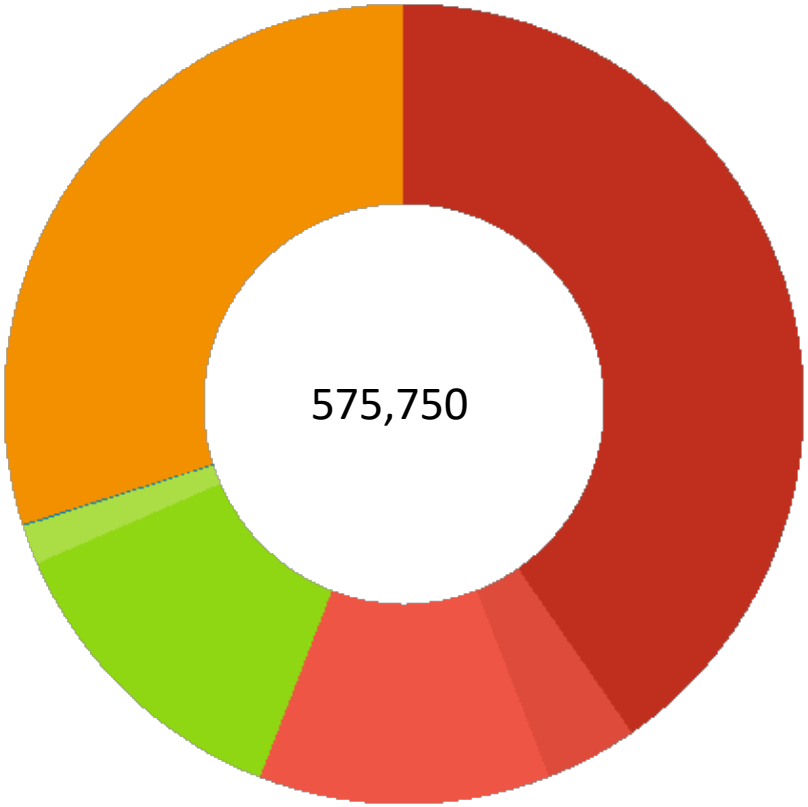
March 360°

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

MAGAZINE 360°

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.

MPA Magazine Publishers Association

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