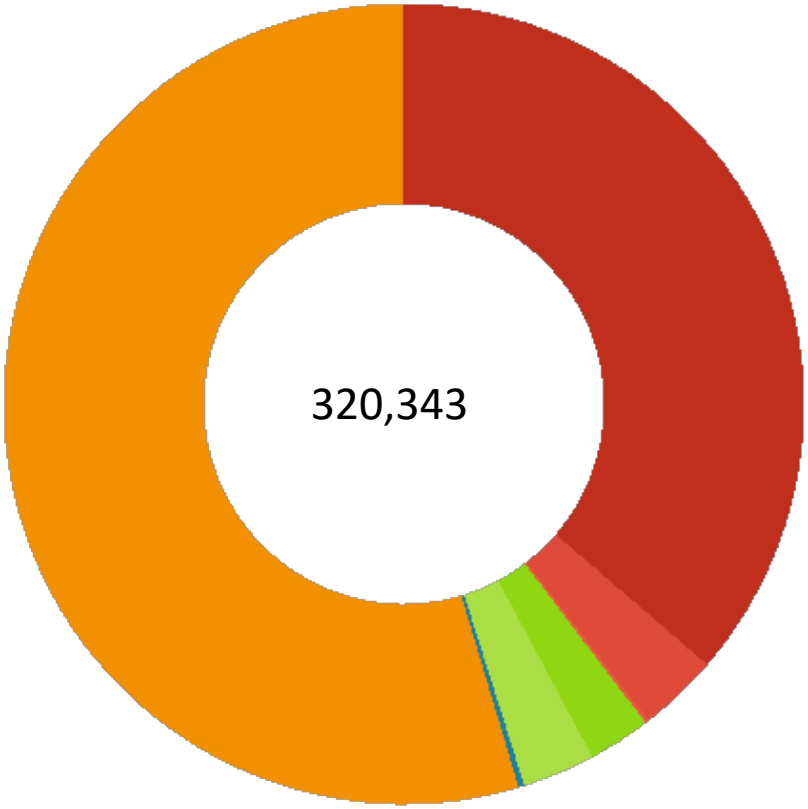
March 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 175,000
2,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 28,234

Print 360 175,000
2,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 8,062

Email Newsletter Reach 9,425
66 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 116,270
32,526 FROM LAST MONTH

Instagram Followers 10,364
192 FROM LAST MONTH

Twitter Followers 469
-3 FROM LAST MONTH

Brand Extensions (rolling 12 months)

Events 753

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.

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