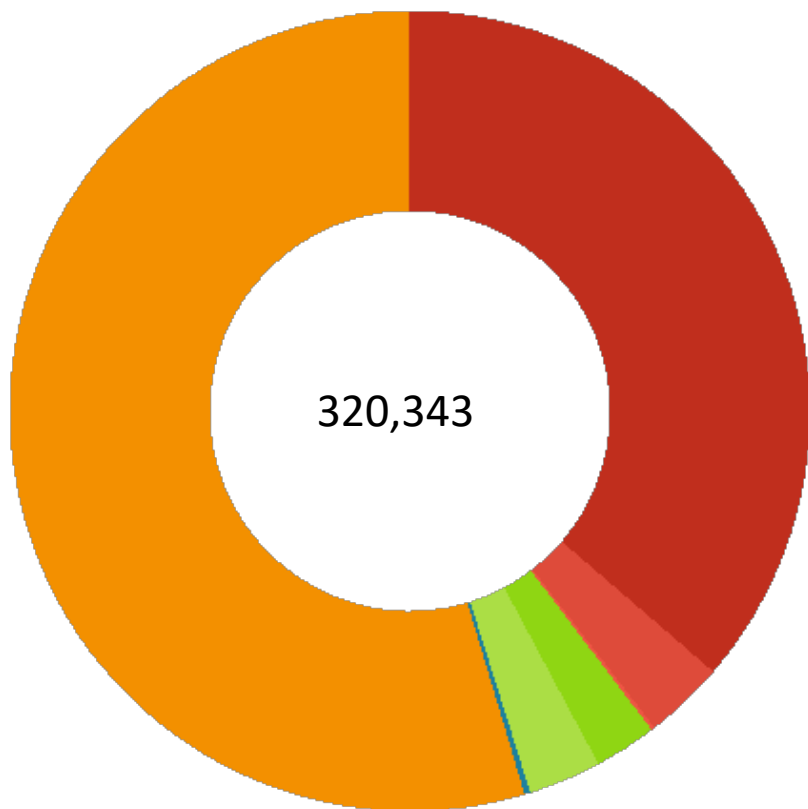


# March 360°

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.

