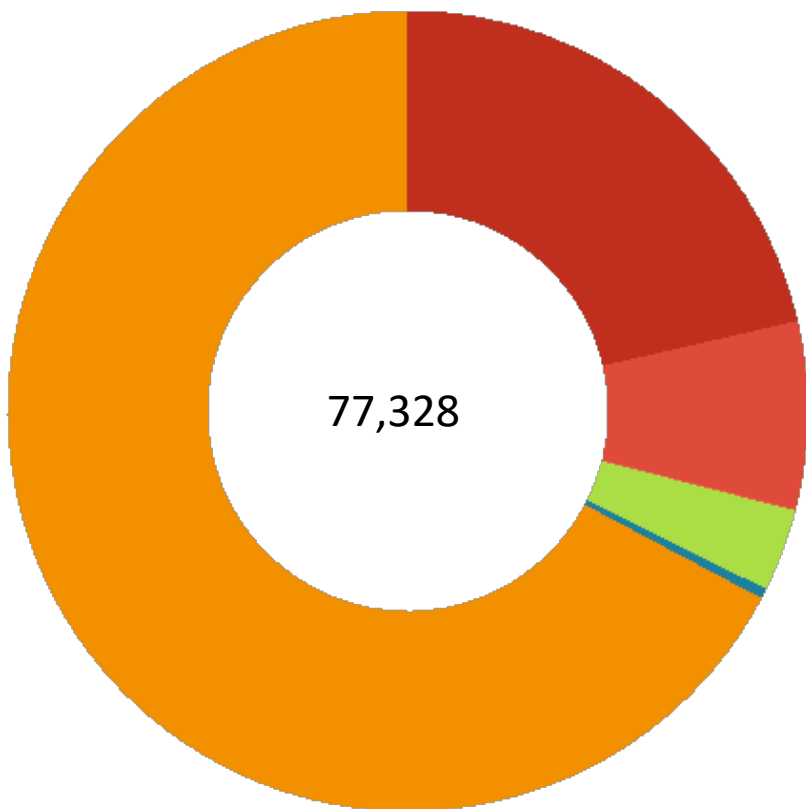


April 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 52,000

-2,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)
12,165

Print 360 52,000

-2,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Email Newsletter Reach 2,581

-23 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

16,529

-4,045 FROM LAST MONTH

Instagram Followers 5,841

-32 FROM LAST MONTH

Twitter Followers 57

Brand Extensions (rolling 12 months)

Events 320



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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