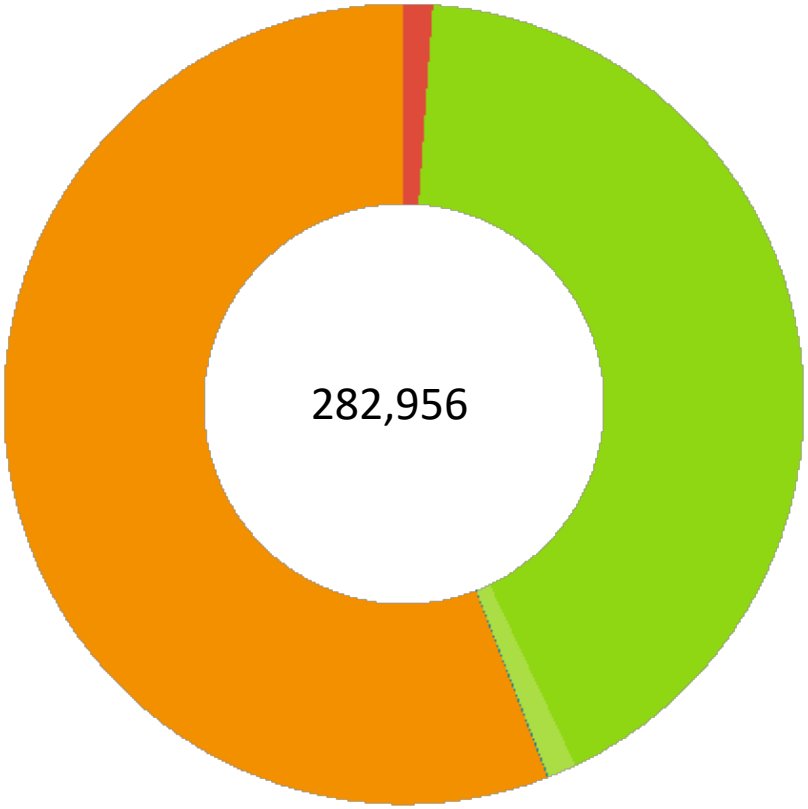
March 360°

Last updated: 01/01/2020



Print Metrics (rolling 12 months)

Total Readership 158,000
1,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 30,017

Print 360 158,000
1,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 118,279
-49,568 FROM LAST MONTH

Email Newsletter Reach 3,287
-16 FROM LAST MONTH

Social Platforms (monthly)

Instagram Followers 3,250
62 FROM LAST MONTH

Brand Extensions (rolling 12 months)

Events 140

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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