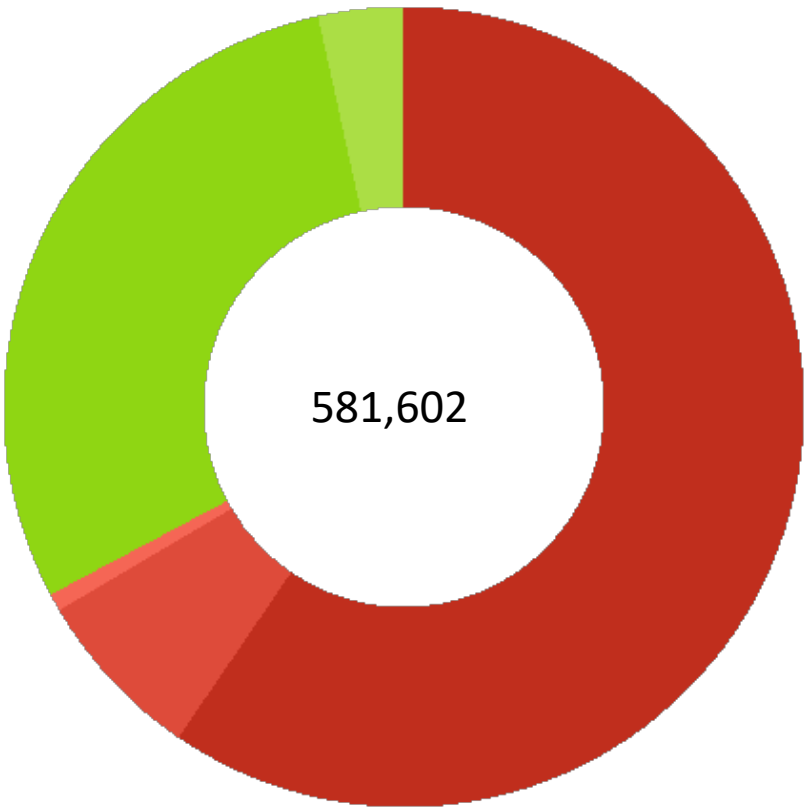


March 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
346,202
-35,917 FROM LAST MONTH
Instagram Followers 40,647
1,337 FROM LAST MONTH
Twitter Followers 65
Pinterest Followers 4,100
200 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 170,524
-9,331 FROM LAST MONTH
Email Newsletter Reach 20,064
118 FROM LAST MONTH



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.

