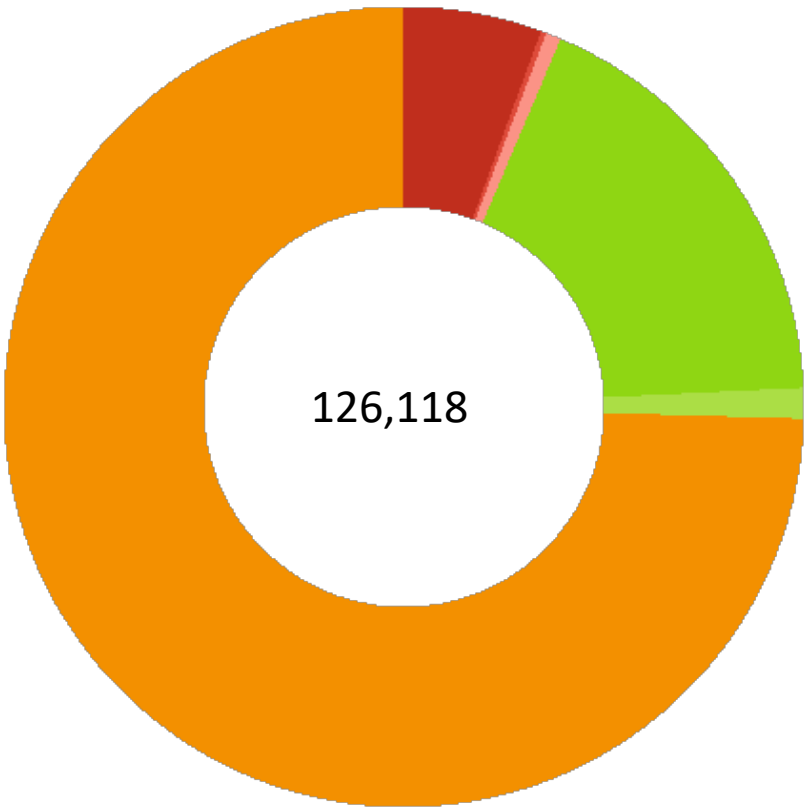


# March 360°

Last updated: 01/03/2019



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 94,000  
94,000 FROM PREVIOUS PERIOD

Print 360 94,000  
94,000 FROM PREVIOUS PERIOD

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 7,015  
-205 FROM LAST MONTH

Instagram Followers 286  
286 FROM LAST MONTH

Youtube Reach (NZ Only) 782  
782 FROM LAST MONTH

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 22,473  
2,987 FROM LAST MONTH

Email Newsletter Reach 1,562  
4 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.

