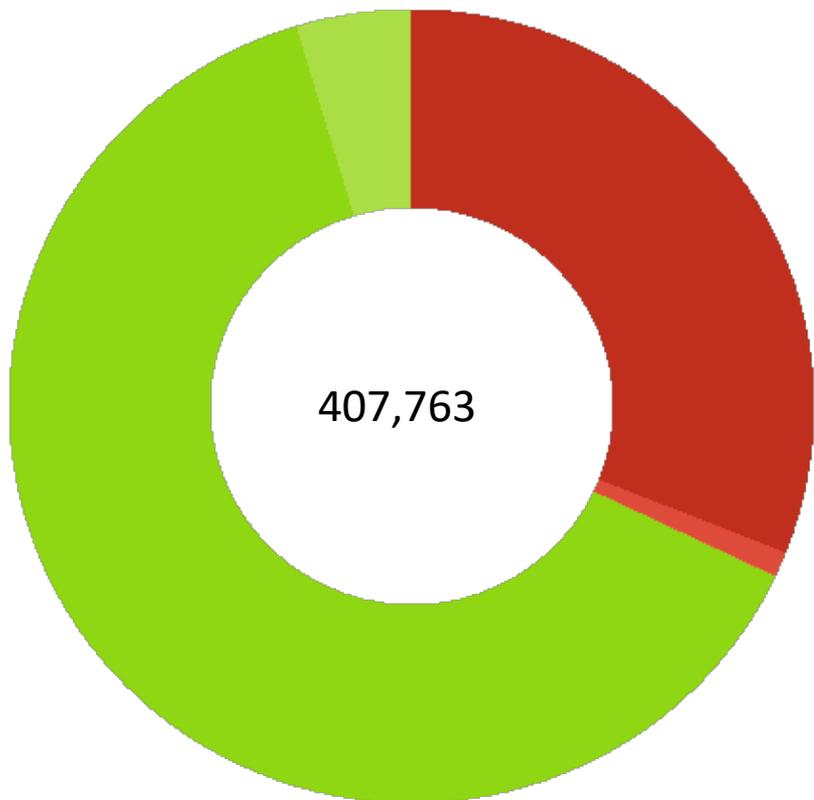


April 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

126,466

-50,609 FROM LAST MONTH

Instagram Followers 3,985

121 FROM LAST MONTH

Twitter Followers 260

-1 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 258,167

12,376 FROM LAST MONTH

Email Newsletter Reach 18,885

69 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.

