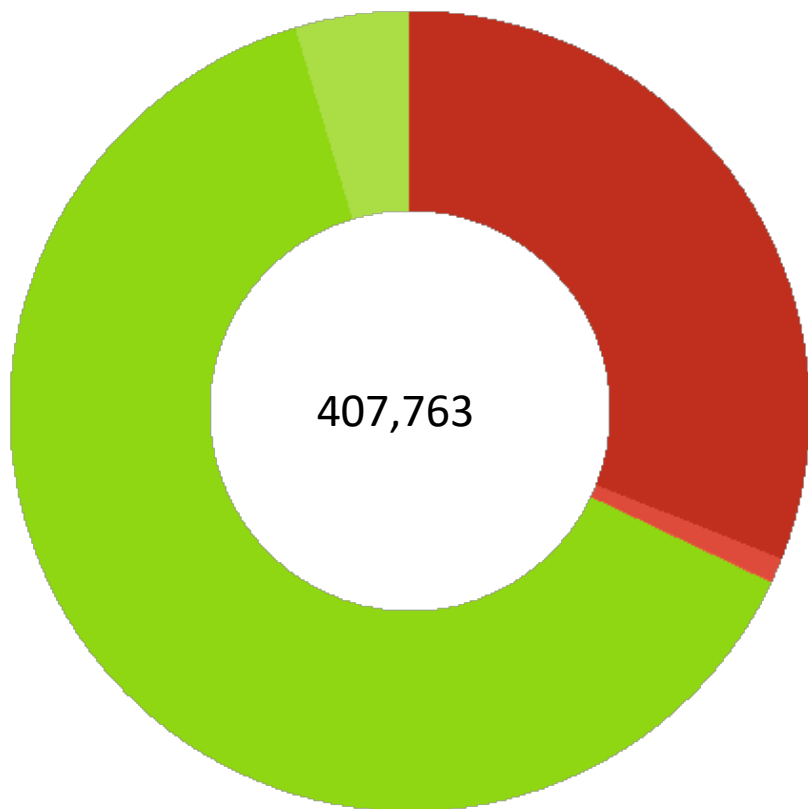


# April 360°

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