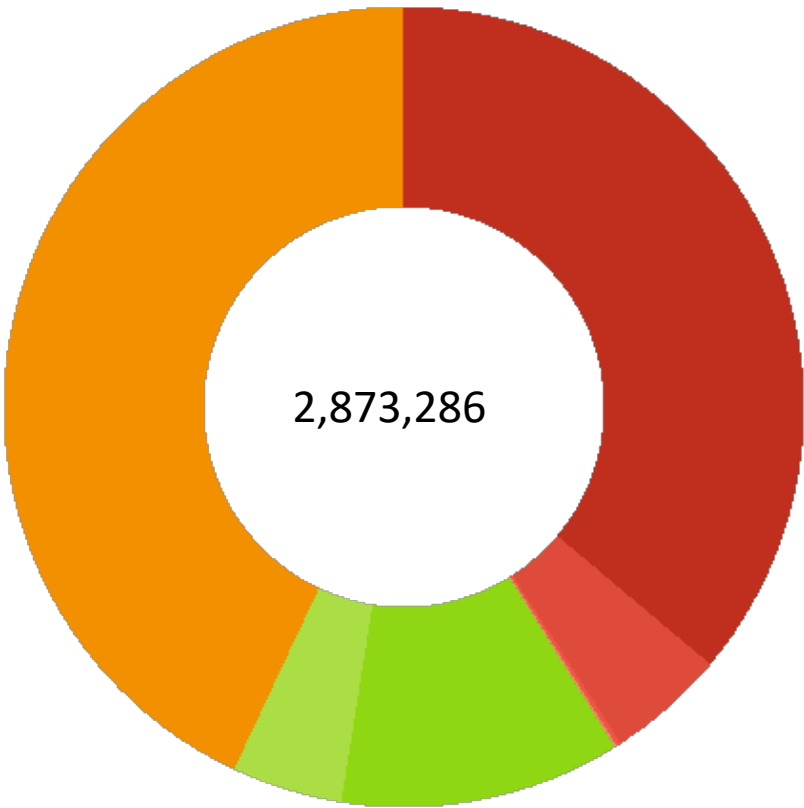


# March 360°

Last updated: 01/03/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 1,236,000  
-25,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers) 33,588  
2,117 FROM PREVIOUS PERIOD

Paid Subscribers 15,797  
633 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 447  
-313 FROM LAST MONTH

Website Unique Users (NZ Only) 325,667  
201,233 FROM LAST MONTH

Email Newsletter Reach 128,584  
-37,181 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 1,037,735  
-3,145,021 FROM LAST MONTH

Instagram Followers 136,945  
-324,567 FROM LAST MONTH

Twitter Followers 5,664  
2,818 FROM LAST MONTH

Linkedin Followers 2,244  
109 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.

