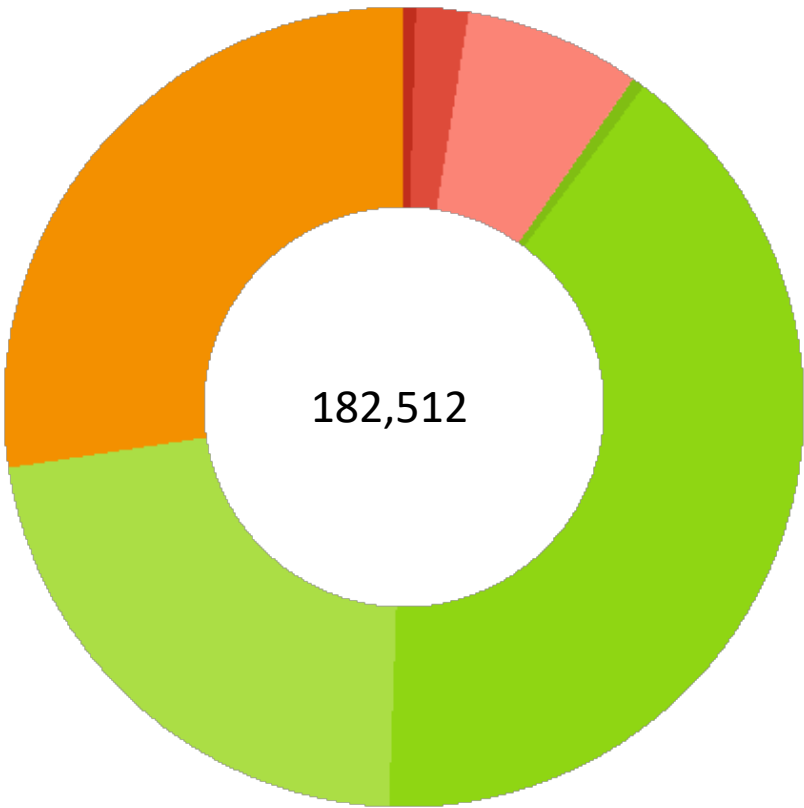


# March 360°

Last updated: 01/05/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
50,058  
2,002 FROM PREVIOUS PERIOD  
Paid Subscribers 1,187  
900 FROM PREVIOUS PERIOD

Print 360 50,058  
2,002 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 937  
  
Website Unique Users (NZ Only) 73,690  
3,593 FROM LAST MONTH  
  
Email Newsletter Reach 40,104

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
862  
  
Instagram Followers 3,873  
  
Linkedin Followers 12,928  
480 FROM LAST MONTH  
  
Youtube Reach (NZ Only) 60  
60 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.

