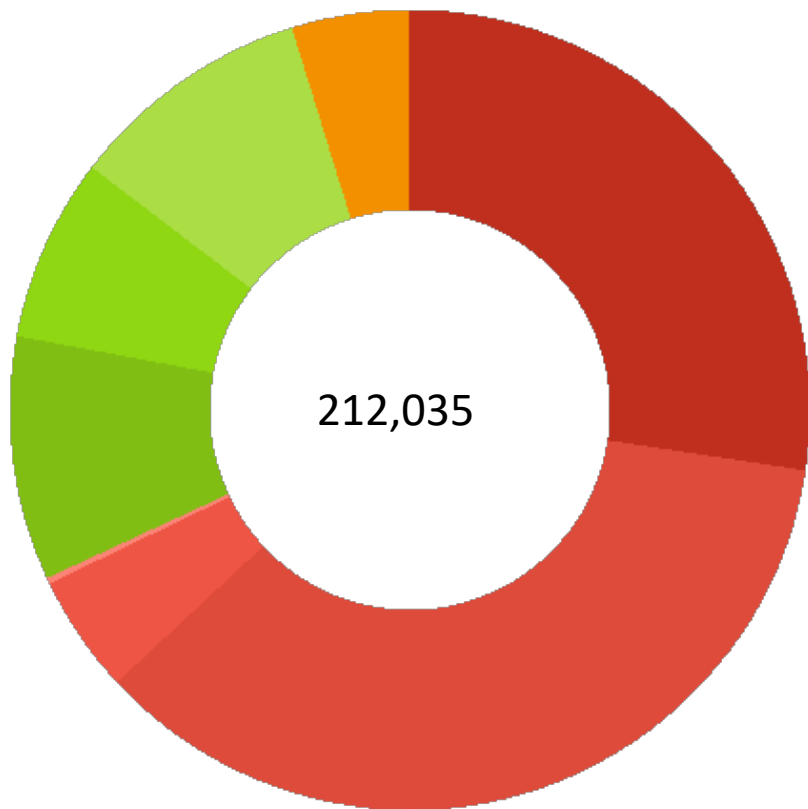


# April 360°

Last updated: 01/07/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
10,120

-2,308 FROM PREVIOUS PERIOD

Paid Subscribers 5,672

-142 FROM PREVIOUS PERIOD

Print 360 10,120

-2,308 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 20,900

2,500 FROM LAST MONTH

Website Unique Users (NZ Only) 15,723

166 FROM LAST MONTH

Email Newsletter Reach 20,900

2,900 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
58,123

-1,890 FROM LAST MONTH

Instagram Followers 75,630

69,567 FROM LAST MONTH

Twitter Followers 10,135

-527 FROM LAST MONTH

Linkedin Followers 504

5 FROM LAST MONTH