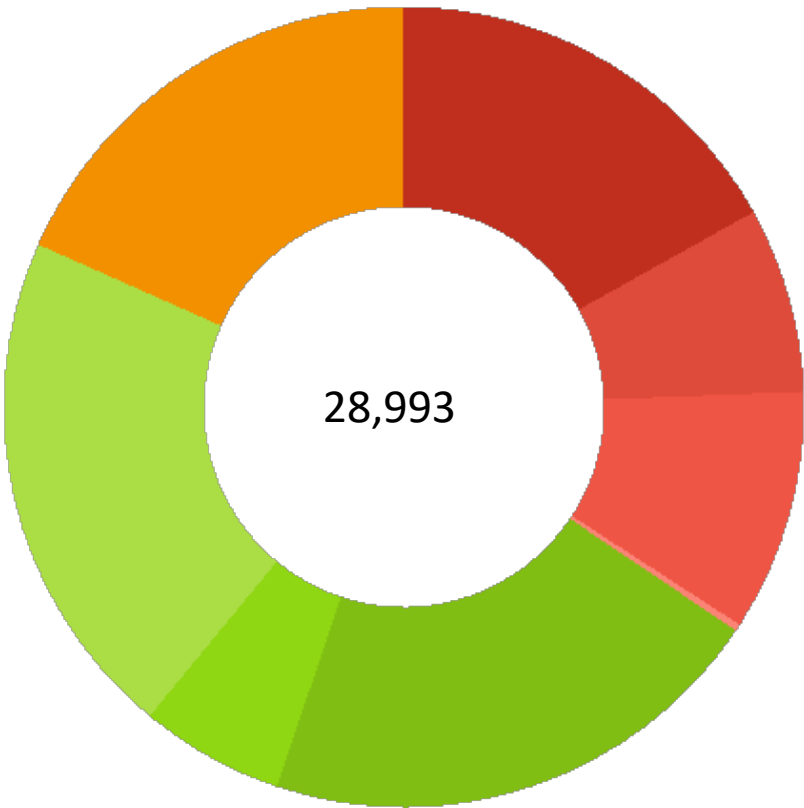


# March 360°

Last updated: 01/06/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
5,319  
-115 FROM PREVIOUS PERIOD  
Paid Subscribers 3,229  
29 FROM PREVIOUS PERIOD

Print 360 5,319  
-115 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 6,000  
  
Website Unique Users (NZ Only) 1,691  
-5,615 FROM LAST MONTH  
  
Email Newsletter Reach 6,000

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
4,900  
3,361 FROM LAST MONTH  
Instagram Followers 2,171  
-3 FROM LAST MONTH  
  
Twitter Followers 2,832  
9 FROM LAST MONTH  
  
Linkedin Followers 80  
1 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.

