

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.

