

Last updated: 01/06/2023

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Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers) 4,801 -2,193 FROM PREVIOUS PERIOD Paid Subscribers 2,443 -171 FROM PREVIOUS PERIOD

Print 360 4,801 -2,193 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 6,400

Website Unique Users (NZ Only) 1,840 -5,466 FROM LAST MONTH

Email Newsletter Reach 6,400 400 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 32,974 -997 FROM LAST MONTH Instagram Followers 1,744 26 FROM LAST MONTH

Twitter Followers 5,015 8 FROM LAST MONTH

Linkedin Followers 383 43 FROM LAST MONTH

Print Metrics

Digital Metrics Brand Extensions Social Platforms



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.

