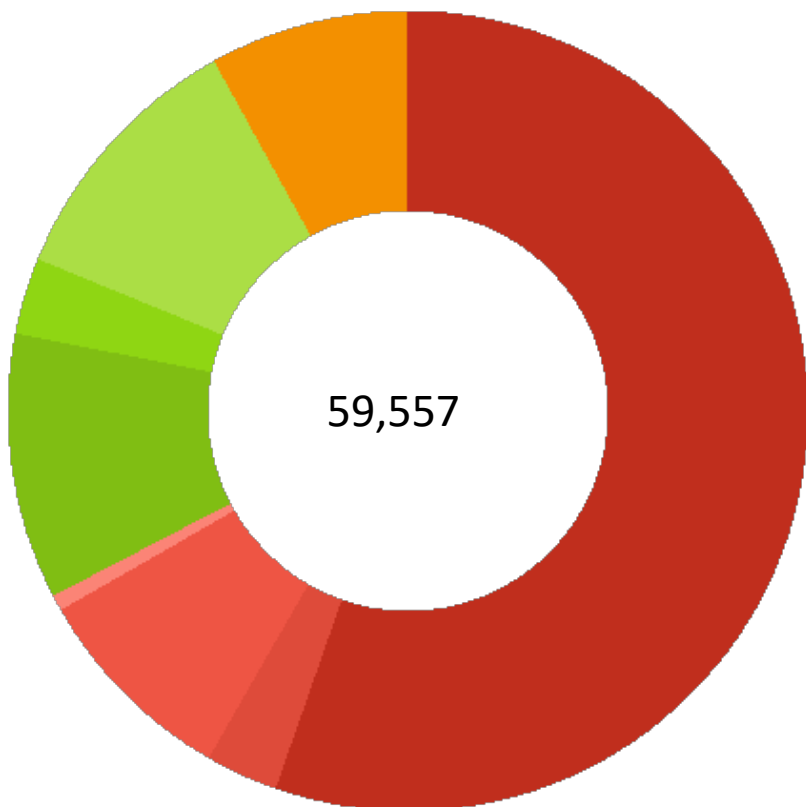


# April 360°

Last updated: 01/06/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## 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