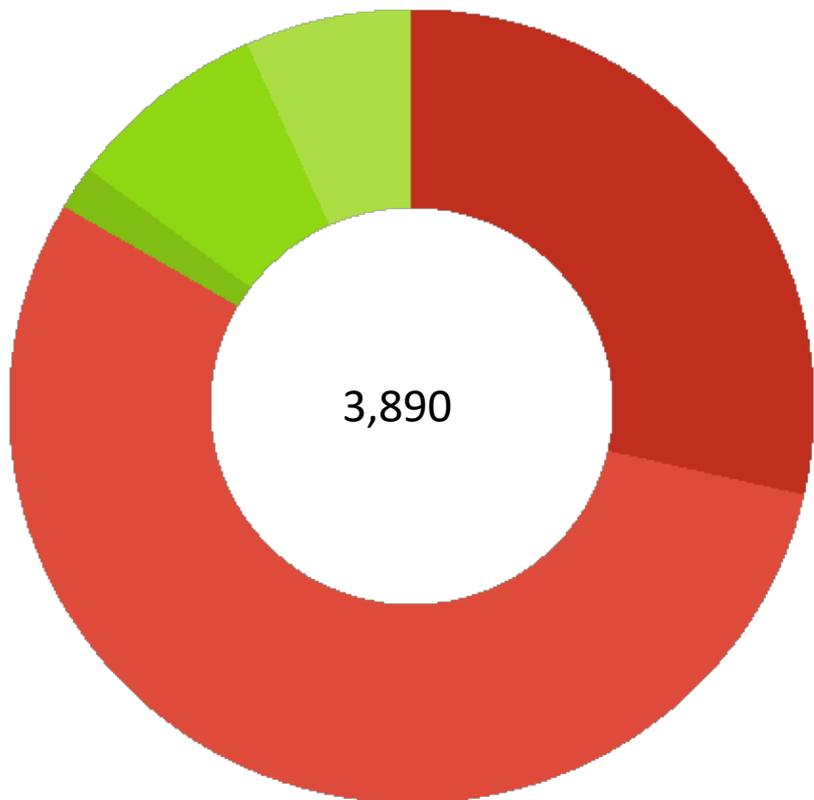


# April 360°

Last updated: 01/03/2019



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 1,112

Instagram Followers 2,132

## Digital Metrics (monthly)

Digital Edition 70

Website Unique Users (NZ Only) 315

Email Newsletter Reach 261



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.

