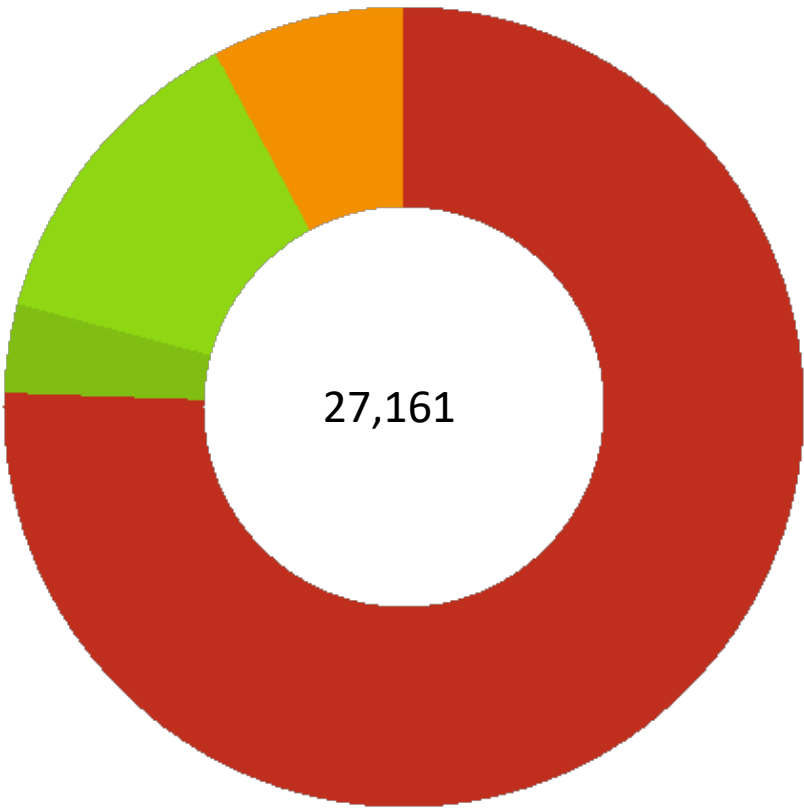


# March 360°

Last updated: 01/08/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers)  
2,119  
-1,060 FROM PREVIOUS PERIOD  
Paid Subscribers 824  
-44 FROM PREVIOUS PERIOD

Print 360 2,119  
-1,060 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 973

Website Unique Users (NZ Only) 3,545  
304 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
20,524  
-4,201 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.

