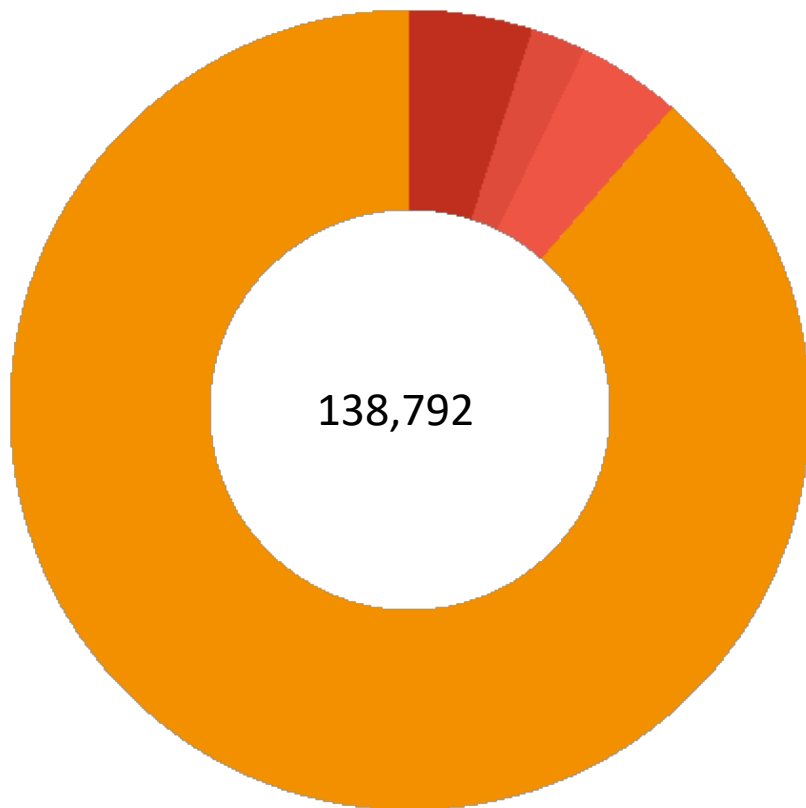


# March 360°

Last updated: 01/12/2022



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 123,000

Paid Subscribers 7,401

Print 360 123,000

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
6,868

-1,741 FROM LAST MONTH  
Instagram Followers 3,077  
3 FROM LAST MONTH

Twitter Followers 5,840  
8 FROM LAST MONTH

Linkedin Followers 7



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.

