



Print Metrics (rolling 12 months)

Total Readership 40,000
-13,000 FROM PREVIOUS PERIOD

Print 360 40,000
-13,000 FROM PREVIOUS PERIOD

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.

