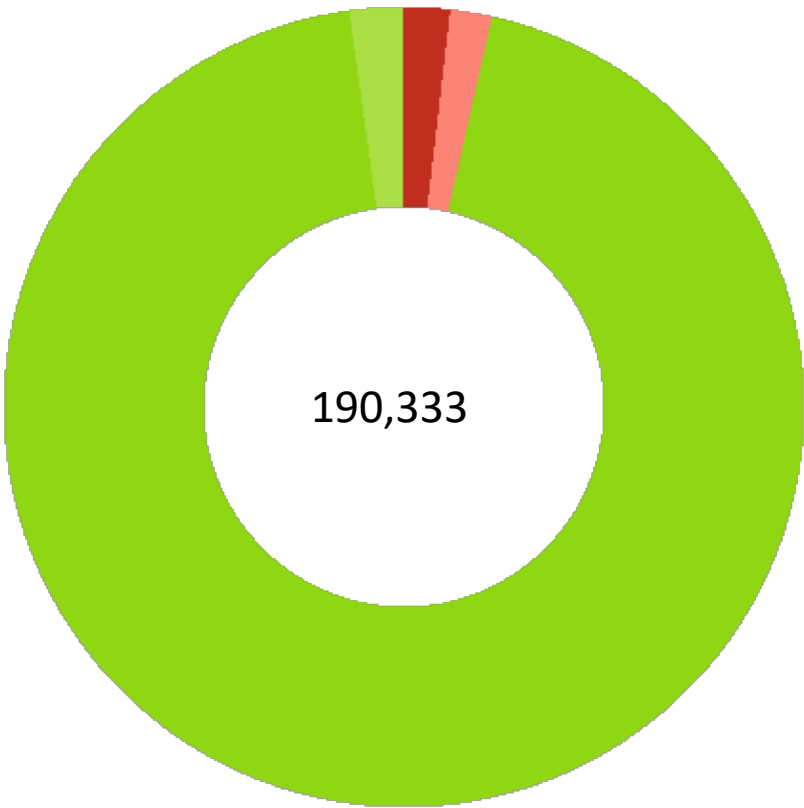


May 360°

Last updated: 01/04/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
3,522
-1,505 FROM LAST MONTH
Linkedin Followers 3,198
438 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 179,440
-19,505 FROM LAST MONTH
Email Newsletter Reach 4,173
59 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.

