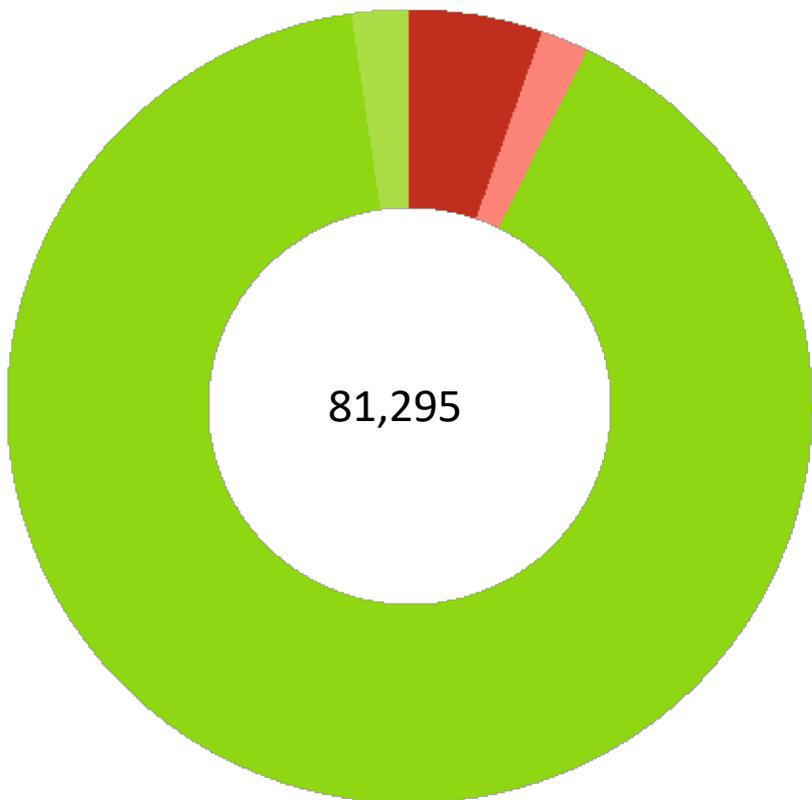


# April 360°

Last updated: 01/02/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
4,335  
-309 FROM LAST MONTH  
Linkedin Followers 1,577  
96 FROM LAST MONTH

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 73,496  
22,720 FROM LAST MONTH  
Email Newsletter Reach 1,887  
-12 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.

