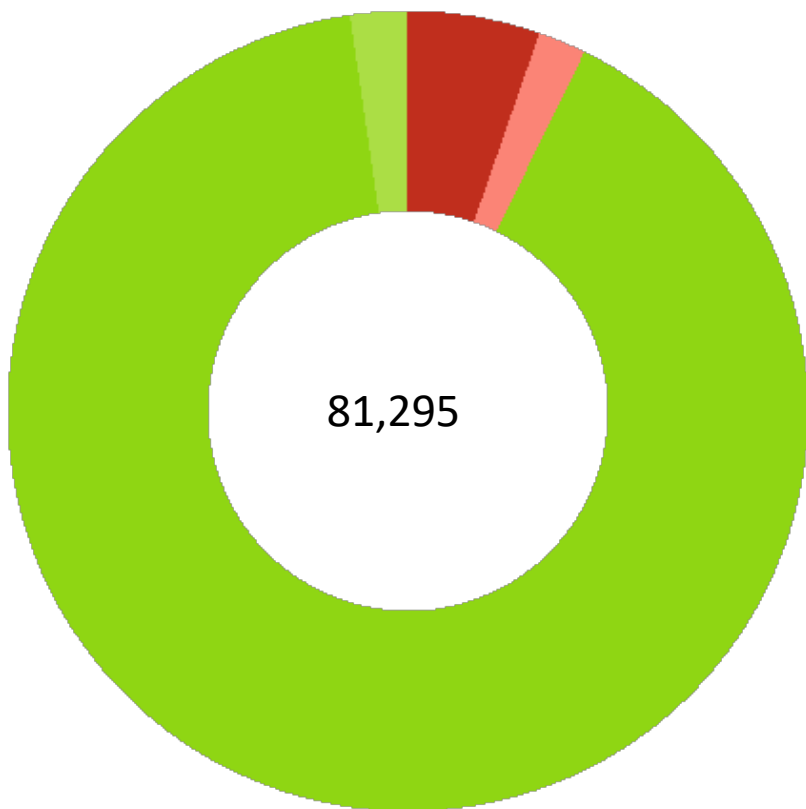


April 360°

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.

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