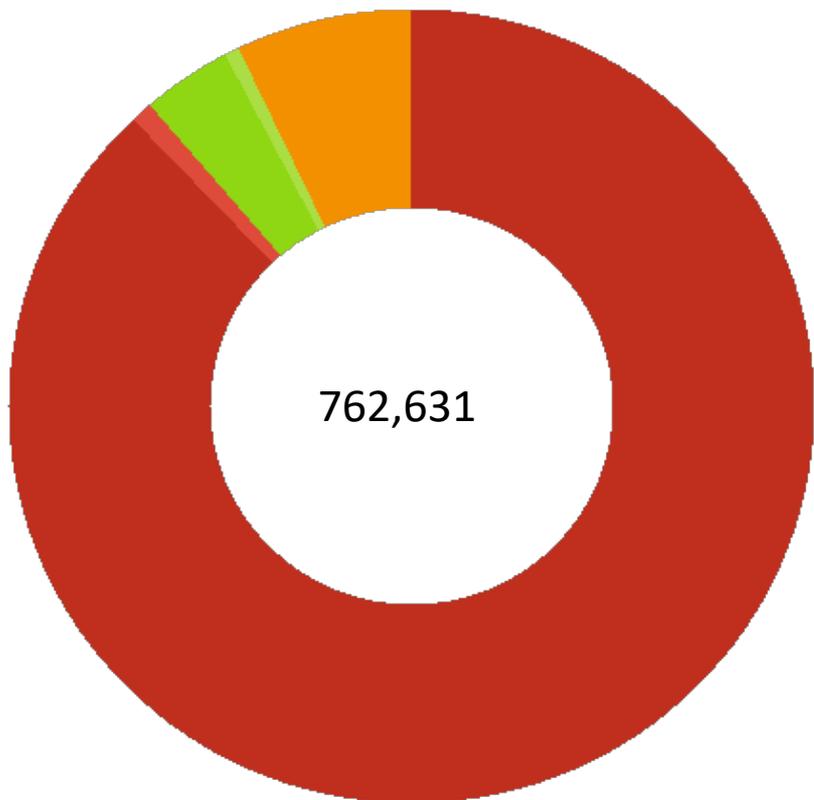


March 360°

Last updated: 01/10/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 54,000
-18,000 FROM PREVIOUS PERIOD

Paid Subscribers 2,655

Print 360 54,000
-18,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Website Unique Users (NZ Only) 27,533
3,641 FROM LAST MONTH

Email Newsletter Reach 4,515
561 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
669,919

184,198 FROM LAST MONTH
Instagram Followers 6,664
532 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.

