

## Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers) 4,000

4,000 FROM PREVIOUS PERIOD Paid Subscribers 900
900 FROM PREVIOUS PERIOD

Print 360 4,000 4,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 937

Website Unique Users (NZ Only) 32,664

Email Newsletter Reach 26,104

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 862

Instagram Followers 3,873

Youtube Reach (NZ Only) 60 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.

