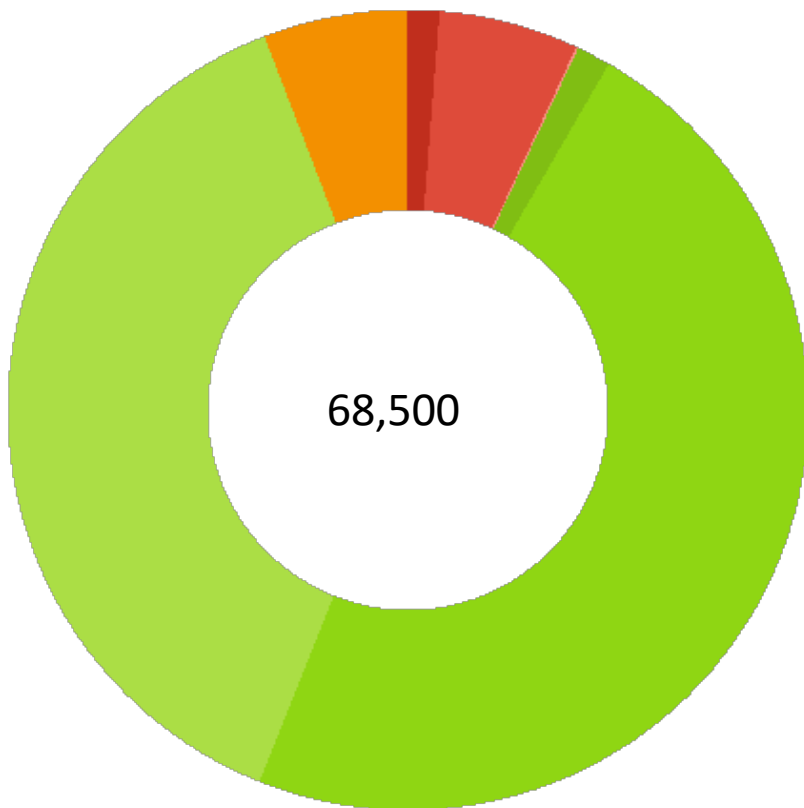


March 360°

Last updated: 01/09/2021



Print Metrics Digital Metrics Brand Extensions Social Platforms

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
60 FROM LAST MONTH