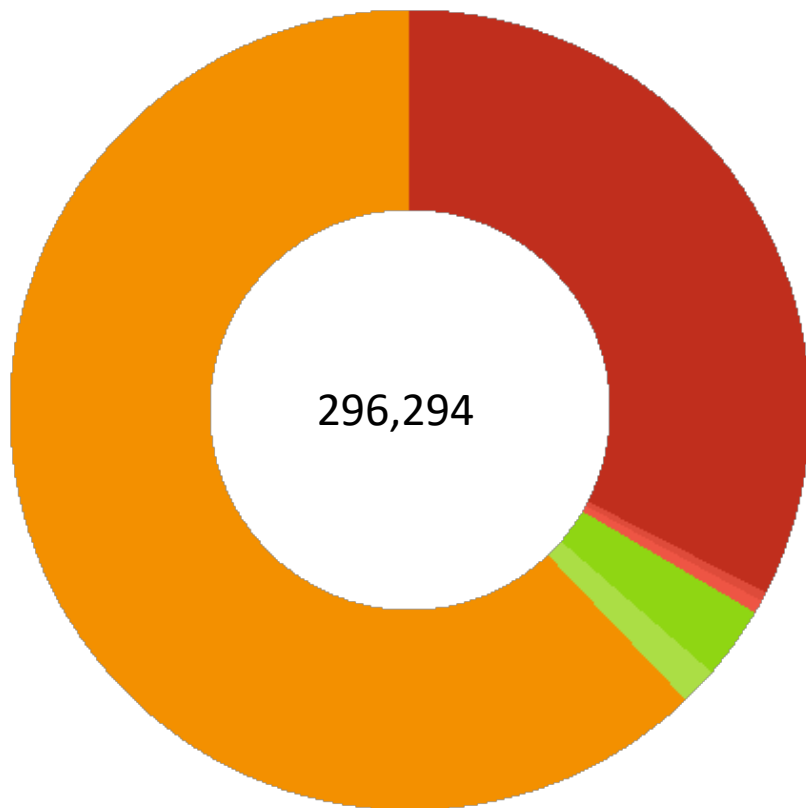


# May 360°

Last updated: 01/01/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 184,000

Print 360 184,000

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
96,439

Instagram Followers 1,074

Twitter Followers 1,581

## Digital Metrics (monthly)

Website Unique Users (NZ Only) 8,700

Email Newsletter Reach 4,500



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.

