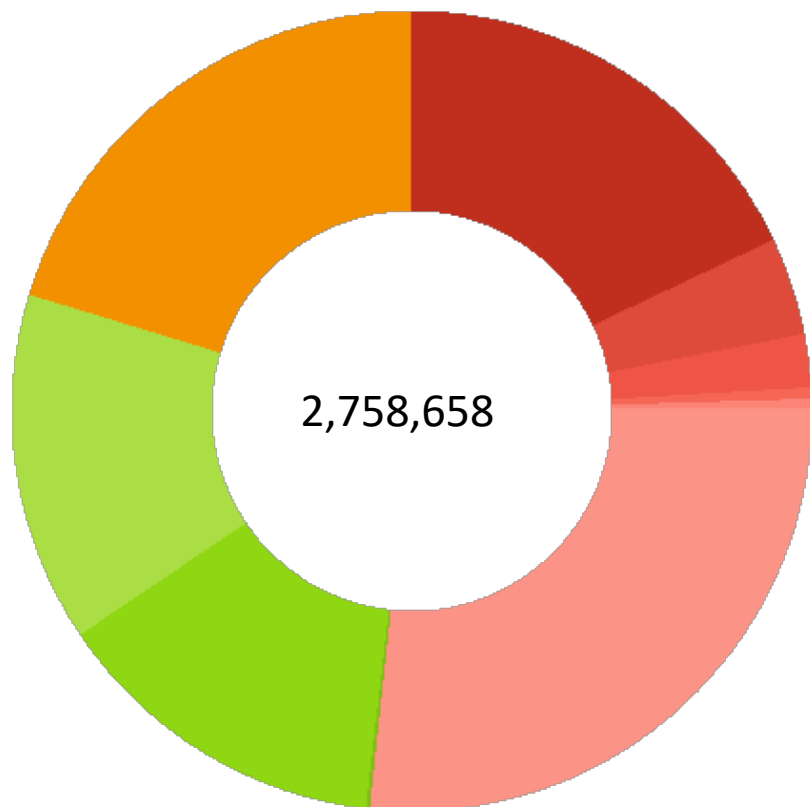


April 360°

Last updated: 01/01/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 560,000

Total Circulation (includes paid subscribers)
73,020

45,071 FROM PREVIOUS PERIOD

Paid Subscribers 13,498

-29 FROM PREVIOUS PERIOD

Print 360 560,000

Digital Metrics (monthly)

Digital Edition 4,200

59 FROM LAST MONTH

Website Unique Users (NZ Only) 378,391

-62,400 FROM LAST MONTH

Email Newsletter Reach 390,149

32,415 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
495,238

154,752 FROM LAST MONTH

Instagram Followers 108,783

2,666 FROM LAST MONTH

Twitter Followers 59,403

-2,632 FROM LAST MONTH

Pinterest Followers 12,613

9,758 FROM LAST MONTH

Linkedin Followers 9,415

421 FROM LAST MONTH

Youtube Reach (NZ Only) 740,466

740,466 FROM LAST MONTH