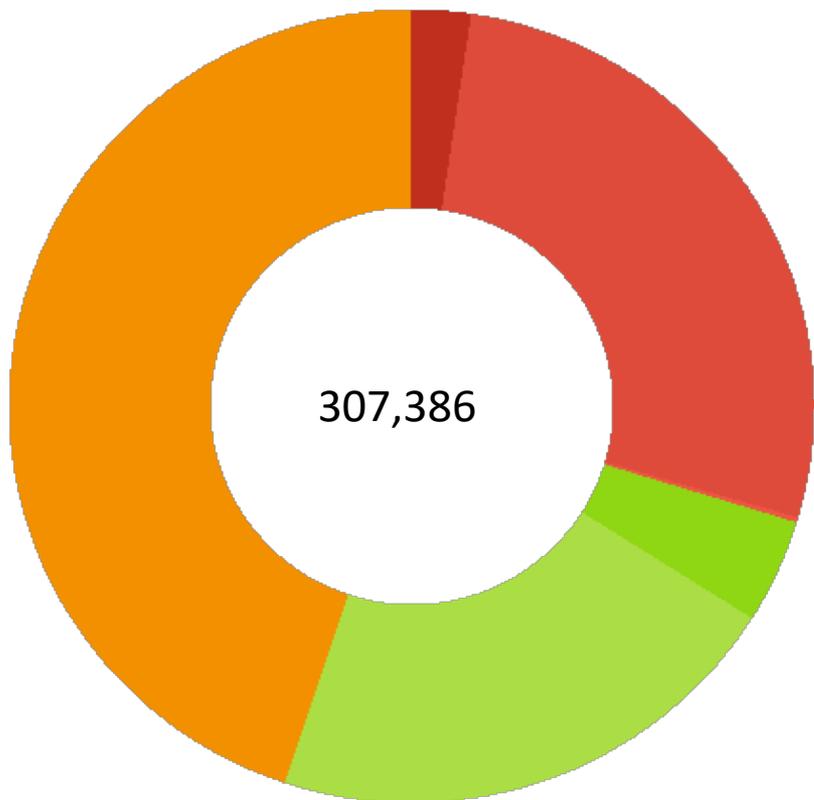


April 360°

Last updated: 01/02/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 138,000

Paid Subscribers 1,737

Print 360 138,000

Digital Metrics (monthly)

Website Unique Users (NZ Only) 13,033

7,091 FROM LAST MONTH

Email Newsletter Reach 64,978

30,000 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
7,259

4,467 FROM LAST MONTH
Instagram Followers 83,500

Twitter Followers 616

1 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.

