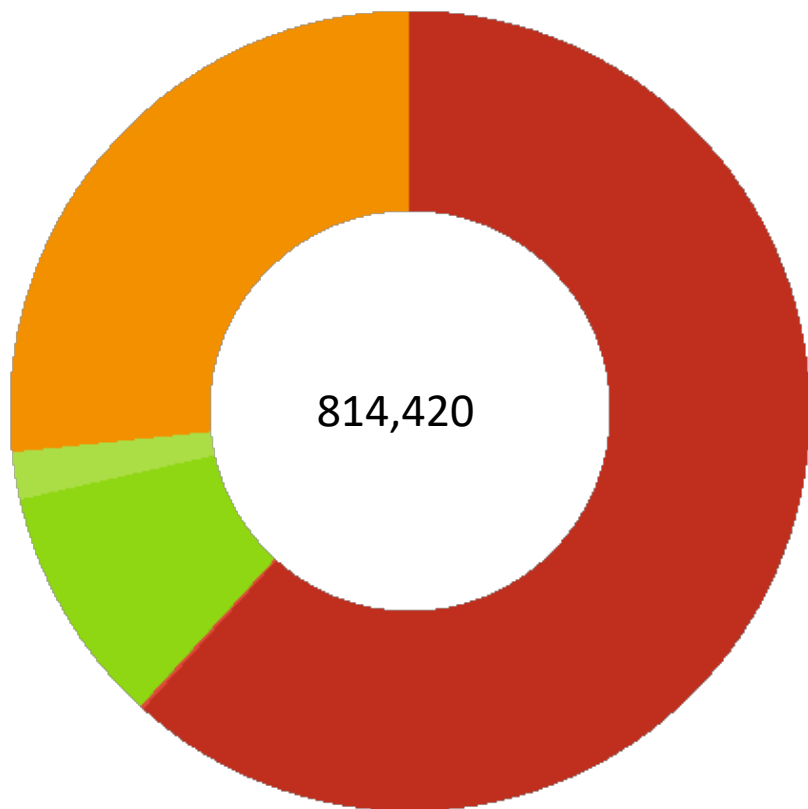


# April 360°

Last updated: 01/11/2018



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 217,000

1,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)  
8,503

Print 360 217,000

1,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 97

6 FROM LAST MONTH

Website Unique Users (NZ Only) 78,710

-6,912 FROM LAST MONTH

Email Newsletter Reach 15,561

8,372 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

501,866

-94,038 FROM LAST MONTH

Instagram Followers 1,186