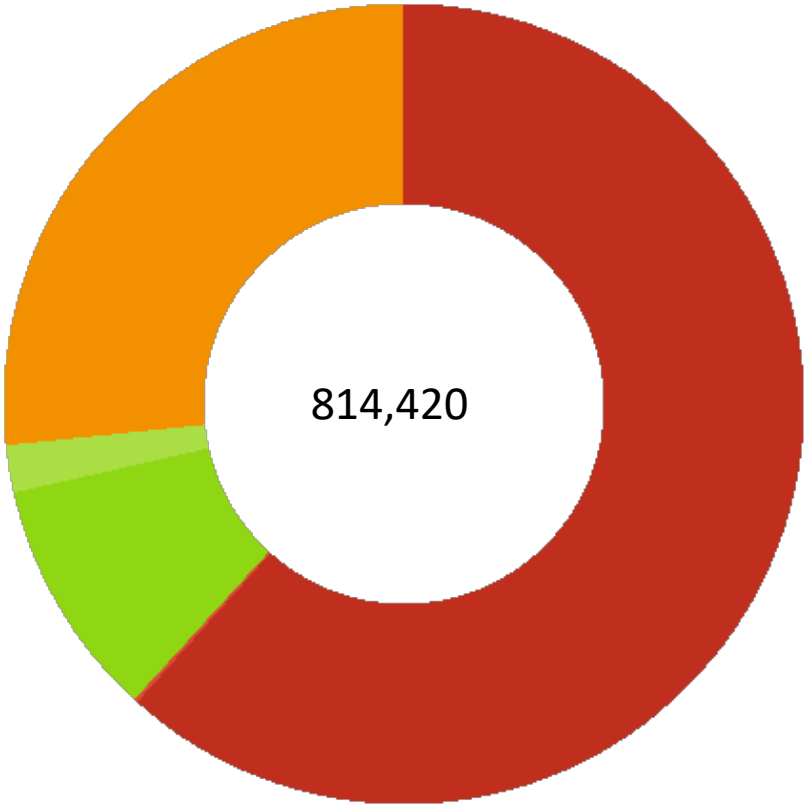
March 360°

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

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.

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