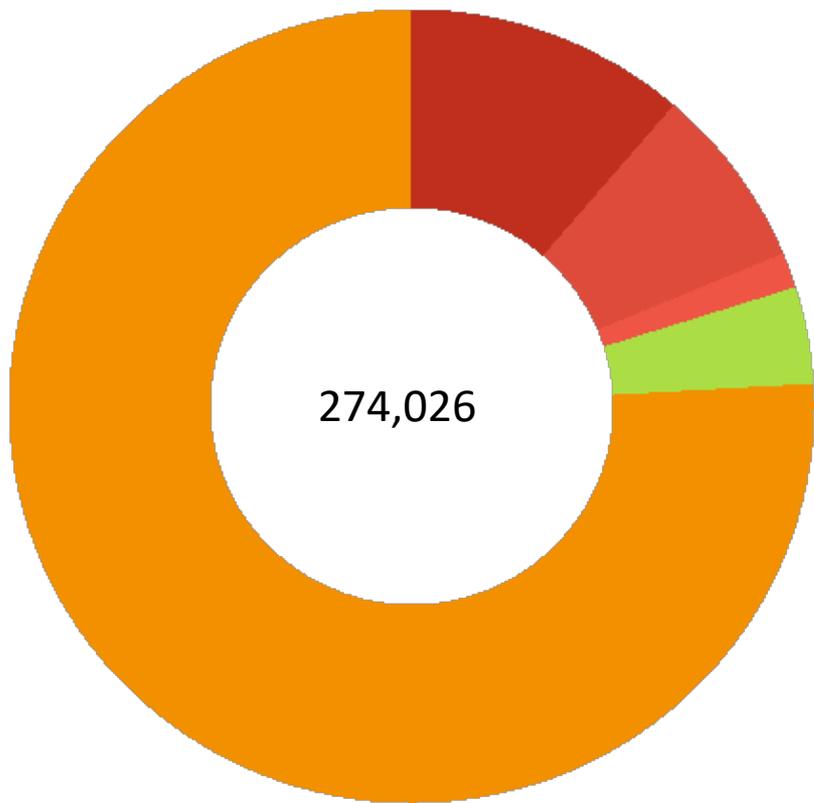


April 360°

Last updated: 01/02/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 208,000
11,000 FROM PREVIOUS PERIOD

Print 360 208,000
11,000 FROM PREVIOUS PERIOD

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)
30,917

-5,505 FROM LAST MONTH
Instagram Followers 20,348
79 FROM LAST MONTH

Twitter Followers 3,931
-4 FROM LAST MONTH

Digital Metrics (monthly)

Email Newsletter Reach 10,830
-51 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.

