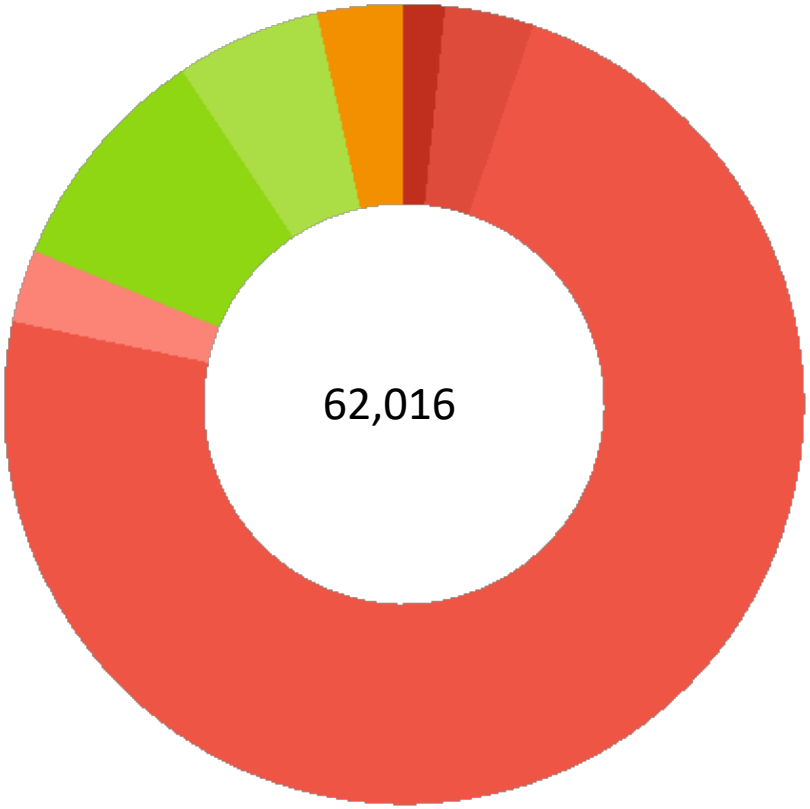
March 360°

Last updated: 01/08/2023



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Circulation (includes paid subscribers) 2,166

Print 360 2,166

Digital Metrics (monthly)

Website Unique Users (NZ Only) 5,835
964 FROM LAST MONTH

Email Newsletter Reach 3,626
10 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 1,016
-2,007 FROM LAST MONTH

Instagram Followers 2,227
36 FROM LAST MONTH

Twitter Followers 45,323
-155 FROM LAST MONTH

Linkedin Followers 1,823
61 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.

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