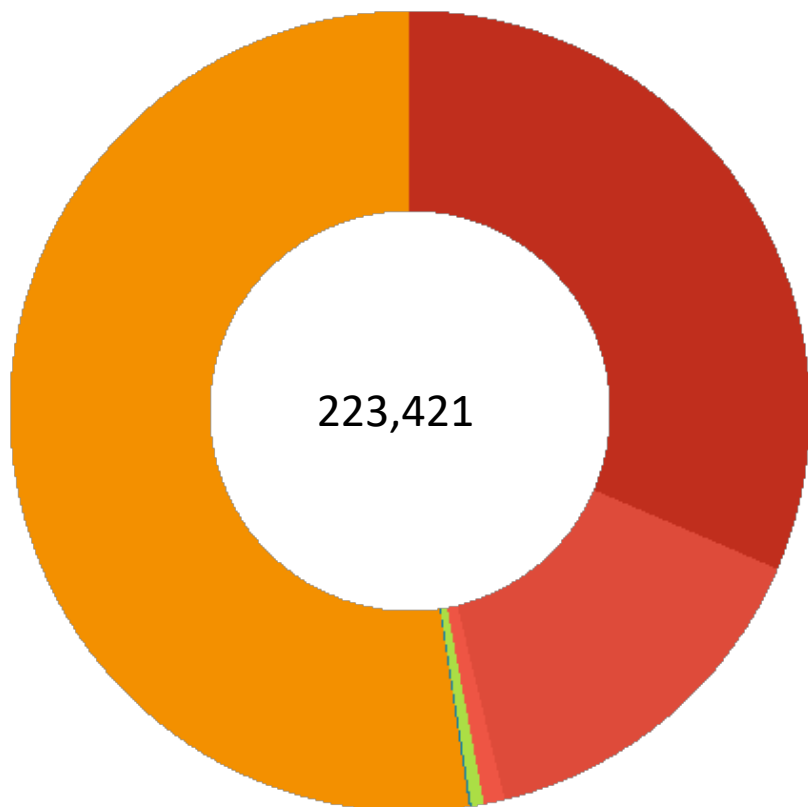


# April 360°

Last updated: 01/01/2020



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 117,000

4,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)  
10,339

Print 360 117,000

4,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Email Newsletter Reach 1,147

-6 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

70,272

-5,971 FROM LAST MONTH

Instagram Followers 32,941

714 FROM LAST MONTH

Twitter Followers 1,874

-5 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

Events 187



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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