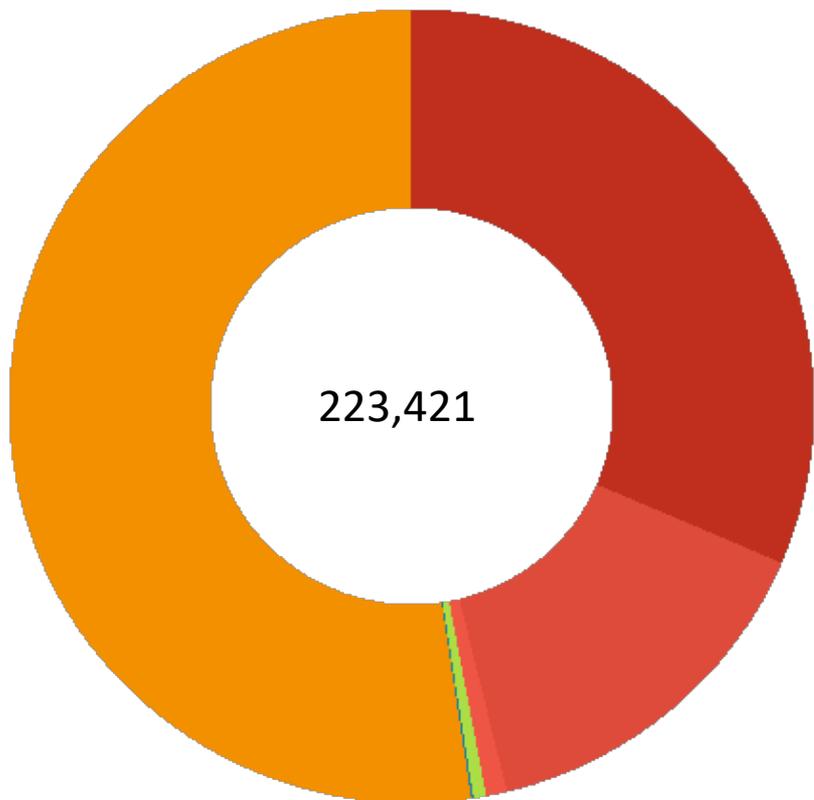


April 360°

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.

