

Print Metrics (rolling 12 months)

Total Readership 77,000 5,000 FROM PREVIOUS PERIOD

Print 360 77,000 5,000 FROM PREVIOUS PERIOD

Digital Metrics (monthly)

Digital Edition 250

Website Unique Users (NZ Only) 25,761
-40 FROM LAST MONTH

Email Newsletter Reach 9,066 126 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 75,541

-5,127 FROM LAST MONTH Instagram Followers 1,001 751 FROM LAST MONTH

Brand Extensions (rolling 12 months)

One Shots 2,120



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.

