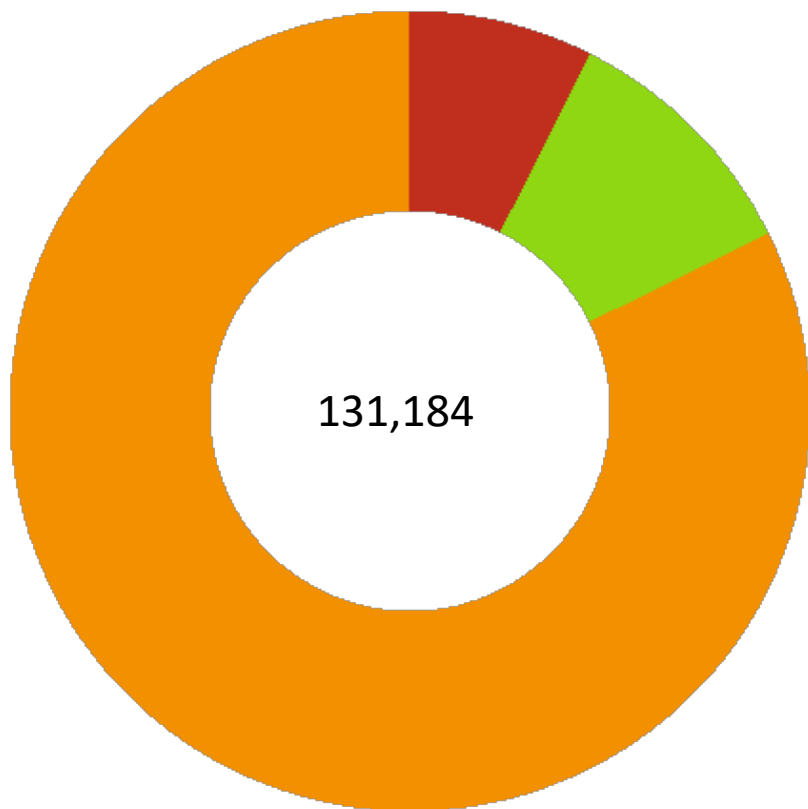


April 360°

Last updated: 01/05/2019



Print Metrics Digital Metrics Brand Extensions Social Platforms

Print Metrics (rolling 12 months)

Total Readership 108,000

1,000 FROM PREVIOUS PERIOD

Print 360 108,000

1,000 FROM PREVIOUS PERIOD

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)

9,754

-5,188 FROM LAST MONTH

Digital Metrics (monthly)

Website Unique Users (NZ Only) 13,430



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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