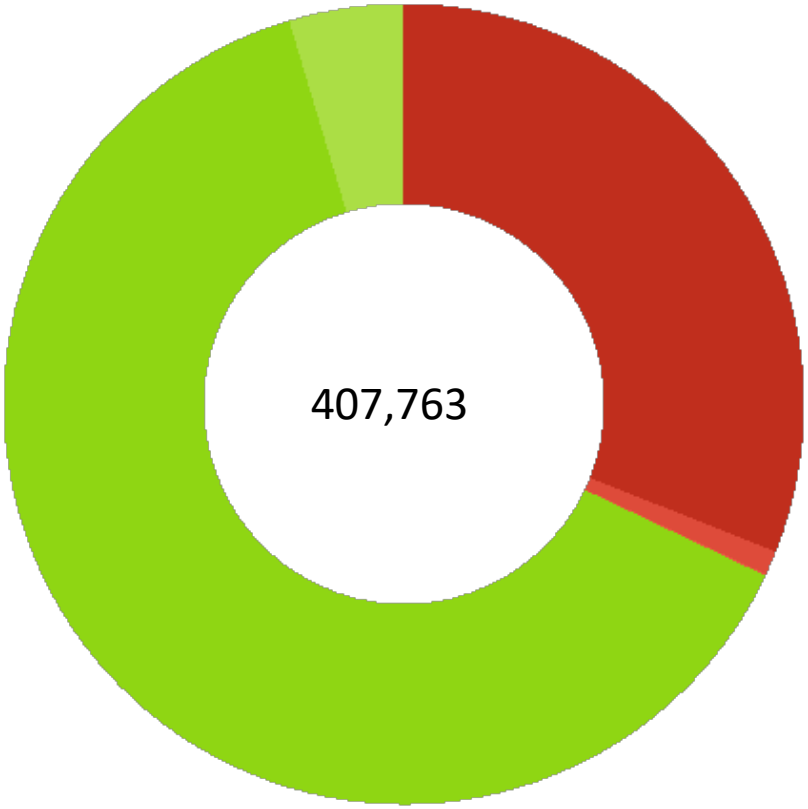
March 360°

Last updated: 01/01/2020



Print Metrics | Digital Metrics | Brand Extensions | Social Platforms

Digital Metrics (monthly)

Website Unique Users (NZ Only) 258,167
12,376 FROM LAST MONTH

Email Newsletter Reach 18,885
69 FROM LAST MONTH

Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg) 126,466
-50,609 FROM LAST MONTH

Instagram Followers 3,985
121 FROM LAST MONTH

Twitter Followers 260
-1 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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