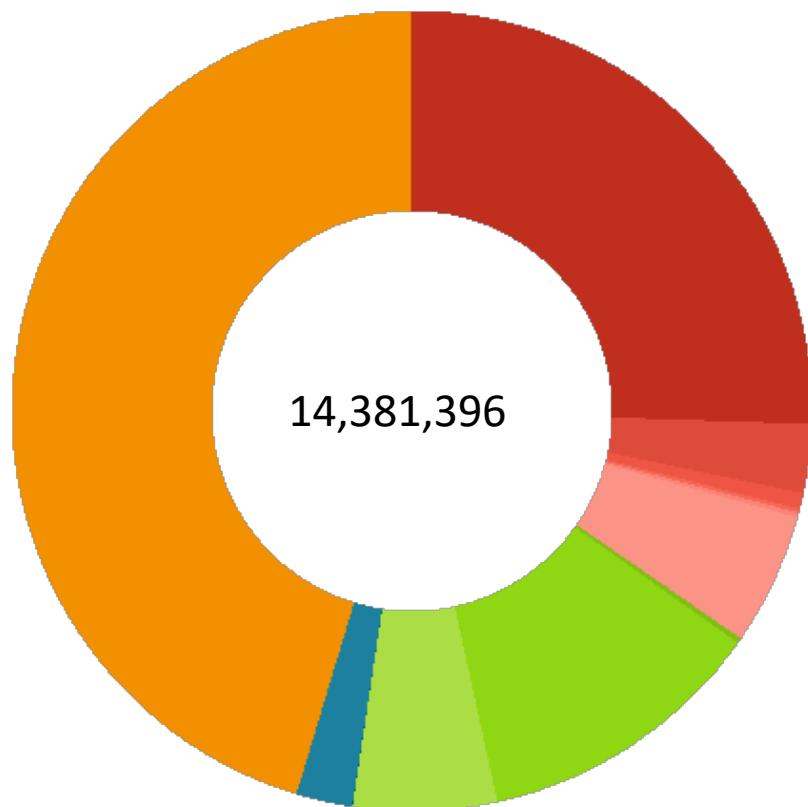


# May 360°

Last updated: 01/04/2024



Print Metrics Digital Metrics Brand Extensions Social Platforms

## Print Metrics (rolling 12 months)

Total Readership 6,520,000  
-37,000 FROM PREVIOUS PERIOD

Total Circulation (includes paid subscribers)  
270,475

51,540 FROM PREVIOUS PERIOD  
Paid Subscribers 211,028  
5,598 FROM PREVIOUS PERIOD

Print 360 6,520,000  
-37,000 FROM PREVIOUS PERIOD

## Digital Metrics (monthly)

Digital Edition 30,737  
2,184 FROM LAST MONTH

Website Unique Users (NZ Only) 1,686,928  
156,371 FROM LAST MONTH

Email Newsletter Reach 835,082  
8,674 FROM LAST MONTH

## Social Platforms (monthly)

Facebook Reach (NZ Only, 3 mth rolling avg)  
3,669,150

-2,813,959 FROM LAST MONTH  
Instagram Followers 400,665  
-287,609 FROM LAST MONTH

Twitter Followers 89,484  
-8,391 FROM LAST MONTH

Pinterest Followers 24,295  
7,589 FROM LAST MONTH

Linkedin Followers 27,463  
1,283 FROM LAST MONTH

Youtube Reach (NZ Only) 768,989  
768,989 FROM LAST MONTH

## Brand Extensions (rolling 12 months)

One Shots 2,120

Events 326,483