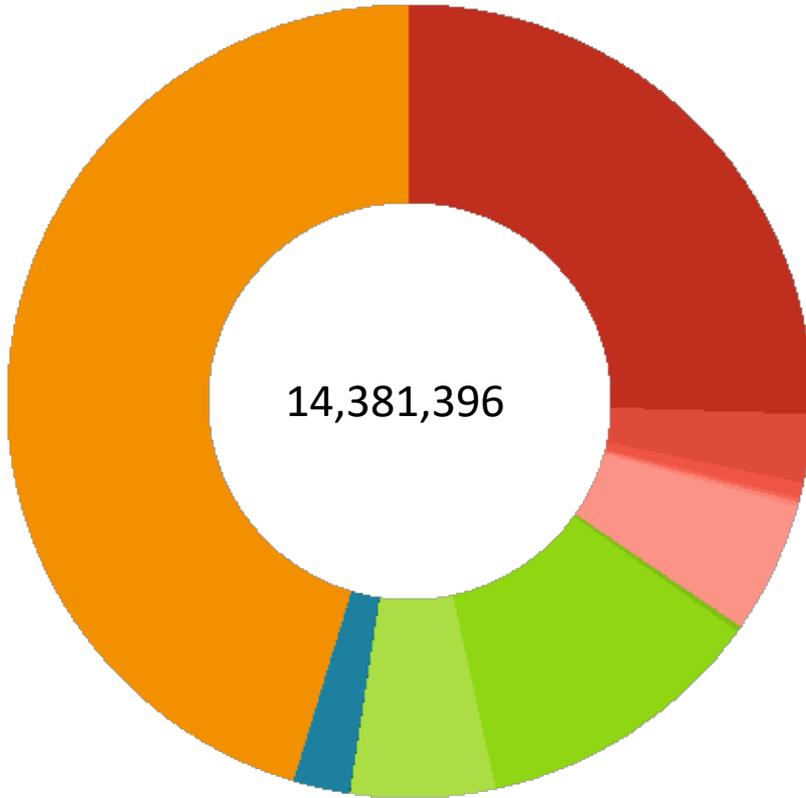


May 360°

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

Digital Metrics (monthly)

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



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.

