

Magazine Brand	Publishing Company	CURRENT MONTH - April 2017 (000)					YEAR AGO - April 2016 (000)					April 2017 vs. April 2016 (% change)					YTD AVERAGE - as of April 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off Road	TEN	2,866	47	62	-	2,975	2,256	54	106	19	2,435	27.0%	-13.0%	-41.8%	-100.0%	22.2%	2,866	60	139	-	3,064	27.0%	-19.1%	-13.4%	-100.0%	21.7%
AARP	AARP Media	37,501	3,295	2,794	26	43,616	36,088	4,007	4,262	150	44,507	3.9%	-17.8%	-34.4%	-82.7%	-2.0%	37,501	3,673	3,197	27	44,398	3.9%	-5.6%	-33.0%	-83.9%	-1.2%
Allrecipes	Meredith Corporation	8,189	12,707	31,125	1,904	53,925	7,621	11,225	26,393	457	45,696	7.5%	13.2%	17.9%	316.6%	18.0%	8,189	13,198	33,306	1,777	56,470	7.5%	0.6%	9.7%	292.2%	9.5%
Allure	Condé Nast	6,225	1,171	5,369	1,476	14,241	5,220	1,285	3,368	298	10,172	19.3%	-8.9%	59.4%	394.7%	40.0%	6,225	1,073	4,946	2,024	14,268	19.3%	-10.0%	46.6%	584.5%	41.5%
Architectural Digest	Condé Nast	4,257	413	957	554	6,181	3,669	387	818	-	4,874	16.0%	6.8%	16.9%	+	26.8%	4,257	417	891	267	5,832	16.0%	-13.2%	-10.3%	12841.5%	13.4%
Automobile	TEN	3,308	195	219	-	3,722	3,591	267	318	79	4,255	-7.9%	-27.0%	-31.1%	-100.0%	-12.5%	3,308	316	198	-	3,821	-7.9%	7.6%	-41.1%	-100.0%	-11.3%
Autoweek	Crain Communications, Inc.	2,878	358	806	-	4,042	2,064	352	556	-	2,972	39.4%	1.7%	45.0%	-	36.0%	2,878	450	977	-	4,305	39.4%	17.4%	76.7%	-	43.5%
Backpacker	Active Interest Media	1,298	243	302	-	1,843	1,157	103	336	-	1,596	12.2%	135.9%	-10.1%	-	15.5%	1,298	194	193	-	1,685	12.2%	42.8%	129.8%	-	22.4%
Better Homes and Gardens	Meredith Corporation	36,951	4,750	5,552	562	47,815	36,495	3,604	6,958	208	47,265	1.2%	31.8%	-20.2%	170.2%	1.2%	36,951	5,105	4,907	572	47,535	1.2%	39.2%	-25.5%	149.1%	1.2%
Bicycling	Rodale Inc.	1,629	418	931	-	2,978	1,573	384	1,034	-	2,991	3.6%	8.9%	-10.0%	-	-0.4%	1,629	358	772	-	2,758	3.6%	14.3%	4.0%	-	5.0%
Bon Appétit/Epicurious	Condé Nast	6,880	3,895	9,847	2,578	23,200	6,713	4,578	10,179	1,706	23,176	2.5%	-14.9%	-3.3%	51.1%	0.1%	6,880	4,070	10,269	2,241	23,460	2.5%	-20.0%	-0.7%	20.6%	-2.3%
Brides	Condé Nast	4,921	811	1,632	454	7,818	4,833	804	1,685	70	7,392	1.8%	0.8%	-3.1%	553.3%	5.8%	4,921	835	1,427	632	7,815	1.8%	7.7%	-19.1%	669.1%	4.9%
Car and Driver	Hearst Magazines	9,451	2,237	5,094	68	16,849	8,564	2,719	4,703	138	16,123	10.4%	-17.7%	8.3%	-51.0%	4.5%	9,451	2,376	5,067	68	16,962	10.4%	-13.6%	7.7%	-48.5%	5.0%
Car Craft	TEN	2,192	46	55	4	2,297	1,861	55	92	22	2,030	17.8%	-16.1%	-40.2%	-81.8%	13.2%	2,192	48	53	6	2,299	17.8%	-14.5%	-41.4%	-76.2%	13.1%
Coastal Living	Time Inc.	4,206	293	611	-	5,110	4,126	255	670	-	5,051	1.9%	14.9%	-8.8%	-	1.2%	4,206	312	596	-	5,114	1.9%	33.6%	3.1%	-	3.6%
Condé Nast Traveler	Condé Nast	3,376	926	3,040	1,434	8,776	3,319	863	2,326	70	6,578	1.7%	7.2%	30.7%	1963.2%	33.4%	3,376	962	3,226	1,783	9,347	1.7%	12.6%	30.3%	2070.9%	38.8%
Cooking Light	Time Inc.	10,579	853	2,034	74	13,540	11,002	1,459	3,750	47	16,259	-3.8%	-41.5%	-45.8%	57.4%	-16.7%	10,579	875	2,144	80	13,678	-3.8%	-51.3%	-47.1%	185.5%	-19.0%
Cosmopolitan	Hearst Magazines	17,133	2,089	11,023	1,949	32,195	15,073	2,934	12,358	522	30,887	13.7%	-28.8%	-10.8%	273.4%	4.2%	17,133	2,633	12,053	1,336	33,156	13.7%	-18.0%	-8.5%	108.4%	3.3%
Country Living	Hearst Magazines	11,657	2,556	9,285	834	24,331	11,813	2,395	7,470	-	21,678	-1.3%	6.7%	24.3%	+	12.2%	11,657	2,670	8,771	1,229	24,327	-1.3%	7.8%	25.2%	2380.3%	14.0%
Cycle World	Bonnier Corporation	1,951	253	396	-	2,600	1,929	156	370	-	2,455	1.1%	62.2%	7.0%	-	5.9%	1,951	222	341	-	2,513	1.1%	45.7%	19.9%	-	6.3%
Departures	* Time Inc.	6,436	178	53	-	6,667	6,094	21	-	-	6,115	5.6%	745.7%	+	-	9.0%	6,436	57	52	-	6,545	5.6%	-71.4%	72.4%	-	3.5%
Diabetic Living	* Meredith Corporation	6,685	139	256	-	7,080	5,586	185	289	-	6,060	19.7%	-24.9%	-11.4%	-	16.8%	6,685	132	244	-	7,061	19.7%	-28.6%	-16.2%	-	16.5%
Dirt Rider	Bonnier Corporation	1,346	59	146	-	1,551	1,435	72	88	-	1,595	-6.2%	-18.1%	65.9%	-	-2.8%	1,346	195	129	-	1,669	-6.2%	274.0%	60.9%	-	6.5%
Discover	*** Kalmbach Publishing Co.	2,437	224	78	-	2,739	1,940	213	120	-	2,273	25.6%	5.2%	-35.0%	-	20.5%	2,115	195	243	-	2,554	9.0%	-12.2%	67.9%	-	10.7%
domino	* Domino Media Group, Inc.	1,140	87	359	-	1,586	1,060	83	833	-	1,976	7.5%	5.8%	-57.0%	-	-19.7%	1,140	86	592	-	1,818	7.5%	-28.3%	-50.2%	-	-23.2%
EatingWell	Meredith Corporation	6,060	1,524	2,328	58	9,970	6,171	1,393	2,961	-	10,525	-1.8%	9.4%	-21.4%	+	-5.3%	6,060	1,736	2,728	91	10,615	-1.8%	12.9%	-3.5%	+	0.8%
Elle	Hearst Magazines	5,476	1,867	5,468	103	12,914	5,140	1,923	4,289	77	11,429	6.5%	-2.9%	27.5%	32.9%	13.0%	5,476	2,148	6,371	1,678	15,673	6.5%	-4.2%	36.6%	2057.5%	29.3%
Elle Decor	Hearst Magazines	2,059	265	637	435	3,396	1,714	309	631	-	2,654	20.1%	-14.3%	1.0%	+	28.0%	2,059	331	708	548	3,646	20.1%	-20.2%	10.1%	+	31.5%
Entertainment Weekly	Time Inc.	9,929	3,235	11,104	1,764	26,032	8,484	5,028	12,653	1,892	28,057	17.0%	-35.7%	-12.2%	-6.7%	-7.2%	9,929	3,950	13,253	2,229	29,360	17.0%	-23.8%	-3.8%	20.9%	0.3%
Entrepreneur	Entrepreneur Media	3,061	2,661	2,792	532	9,046	2,526	3,759	3,685	147	10,117	21.2%	-29.2%	-24.2%	261.9%	-10.6%	3,061	3,078	2,822	379	9,339	21.2%	-30.4%	-17.8%	-22.3%	-14.1%
ESPN The Magazine	ESPN, Inc.	18,397	21,502	49,164	9,538	98,601	16,475	21,347	47,250	12,171	97,243	11.7%	0.7%	4.1%	-21.6%	1.4%	15,605	21,929	46,443	9,941	93,918	4.4%	-0.2%	-3.2%	-19.8%	-3.5%

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Esquire	Hearst Magazines	3,317	1,405	4,234	46	9,003	3,029	2,984	5,377	410	11,800	9.5%	-52.9%	-21.2%	-88.7%	-23.7%	3,317	2,011	5,424	328	11,080	9.5%	-49.0%	2.7%	-57.3%	-14.9%
Essence	Time Inc.	6,626	668	3,002	207	10,504	7,075	860	4,152	157	12,244	-6.3%	-22.3%	-27.7%	32.0%	-14.2%	6,626	713	3,266	162	10,767	-6.3%	-30.3%	-11.6%	170.7%	-9.1%
Family Circle	Meredith Corporation	15,736	251	194	-	16,181	15,908	118	152	-	16,178	-1.1%	112.7%	27.6%	-	0.0%	15,736	266	230	-	16,231	-1.1%	94.9%	29.5%	-	0.1%
FamilyFun	** Meredith Corporation	3,664	-	-	-	3,664	4,153	-	-	-	4,153	-11.8%	-	-	-	-11.8%	3,664	-	-	-	3,664	-11.8%	-	-	-	-11.8%
Fast Company	* Mansueto Ventures	2,175	2,390	5,431	-	9,996	2,211	2,934	5,066	177	10,388	-1.6%	-18.5%	7.2%	-100.0%	-3.8%	2,175	2,090	3,768	-	8,033	-1.6%	-24.7%	-31.3%	-100.0%	-24.8%
Field & Stream	Bonnier Corporation	9,292	451	1,241	-	10,984	8,086	526	1,313	-	9,925	14.9%	-14.3%	-5.5%	-	10.7%	9,292	422	1,350	20	11,083	14.9%	-24.6%	5.8%	-33.6%	11.4%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	251	1,764	-	9,015	7,000	309	1,665	-	8,974	0.0%	-18.8%	5.9%	-	0.5%	7,000	303	1,951	-	9,254	0.0%	-4.4%	22.9%	-	-3.9%
Flying	Bonnier Corporation	846	156	171	-	1,173	1,013	108	135	-	1,256	-16.5%	44.4%	26.7%	-	-6.6%	846	125	171	-	1,142	-16.5%	51.5%	34.6%	-	-6.6%
Food & Wine	Time Inc.	8,150	1,506	3,786	214	13,656	7,313	1,412	4,610	-	13,335	11.4%	6.7%	-17.9%	+	2.4%	8,150	1,351	3,189	216	12,905	11.4%	-6.5%	-29.9%	991.2%	-3.2%
Food Network Magazine	Hearst Magazines	13,874	858	2,950	106	17,789	12,736	1,244	3,063	85	17,128	8.9%	-31.0%	-3.7%	25.7%	3.9%	13,874	1,001	3,184	120	18,179	8.9%	-30.4%	-4.7%	28.8%	3.2%
Forbes	Forbes Media	7,776	15,215	33,805	2,637	59,433	6,729	20,444	31,115	1,556	59,844	15.6%	-25.6%	8.6%	69.5%	-0.7%	7,776	16,564	35,814	3,263	63,416	15.6%	-17.7%	20.7%	85.3%	8.8%
Fortune	Time Inc.	3,668	3,411	8,061	1,242	16,381	3,296	5,423	7,334	1,094	17,147	11.3%	-37.1%	9.9%	13.5%	-4.5%	3,668	3,449	6,762	1,216	15,095	11.3%	-36.4%	-4.5%	37.8%	-9.5%
Game & Fish	Outdoor Sportsman Group	6,535	135	361	-	7,031	5,679	151	309	-	6,139	15.1%	-10.6%	16.8%	-	14.5%	6,535	124	298	-	6,957	15.1%	-5.3%	19.9%	-	14.8%
Glamour	Condé Nast	10,485	1,328	5,504	1,785	19,102	9,897	2,165	5,766	1,157	18,984	5.9%	-38.7%	-4.5%	54.3%	0.6%	10,485	1,516	6,353	2,504	20,858	5.9%	-2.0%	5.2%	146.0%	12.7%
Golf Digest	Condé Nast	5,131	873	2,856	827	9,686	4,503	877	2,455	727	8,562	13.9%	-0.5%	16.3%	13.7%	13.1%	5,131	682	1,919	511	8,242	13.9%	16.9%	31.4%	-33.3%	12.7%
Golf Magazine	Time Inc.	4,864	978	2,403	419	8,664	4,144	918	2,323	367	7,752	17.4%	6.5%	3.5%	14.2%	11.8%	4,864	702	1,338	237	7,141	17.4%	-10.1%	-2.5%	-7.1%	9.0%
Good Housekeeping	Hearst Magazines	19,468	2,892	7,249	44	29,653	18,332	4,279	5,738	267	28,616	6.2%	-32.4%	26.3%	-83.6%	3.6%	19,468	3,002	7,298	368	30,136	6.2%	-25.1%	23.4%	139.7%	6.1%
GQ	Condé Nast	6,417	1,529	6,476	2,912	17,334	6,031	2,347	5,385	1,072	14,835	6.4%	-34.8%	20.2%	171.7%	16.8%	6,417	1,887	7,306	2,948	18,559	6.4%	-18.3%	37.9%	79.7%	21.4%
Guns & Ammo	Outdoor Sportsman Group	11,106	182	344	-	11,632	9,724	262	422	-	10,408	14.2%	-30.5%	-18.5%	-	11.8%	11,106	222	428	-	11,756	14.2%	-39.1%	-24.0%	-	10.4%
Harper's Bazaar	Hearst Magazines	3,073	936	2,880	858	7,747	3,110	1,931	3,550	-	8,591	-1.2%	-51.5%	-18.9%	+	-9.8%	3,073	1,169	3,857	1,778	9,877	-1.2%	-36.4%	-0.6%	1393.8%	10.4%
Health	Time Inc.	8,918	1,821	5,714	268	16,721	8,054	2,679	7,615	101	18,449	10.7%	-32.0%	-25.0%	166.1%	-9.4%	8,918	2,003	6,274	207	17,402	10.7%	-32.1%	-18.9%	81.9%	-7.7%
HGTV Magazine	Hearst Magazines	9,455	184	399	44	10,081	8,356	196	365	36	8,953	13.2%	-6.4%	9.4%	22.5%	12.6%	9,455	176	362	30	10,022	13.2%	-14.4%	-6.9%	-33.3%	11.4%
Hot Rod	TEN	5,573	176	210	13	5,972	5,584	209	351	86	6,230	-0.2%	-16.1%	-40.1%	-84.4%	-4.1%	5,573	183	204	22	5,982	-0.2%	-14.5%	-41.4%	-76.8%	-4.1%
House Beautiful	Hearst Magazines	6,079	1,209	2,020	226	9,534	5,068	1,098	2,265	-	8,431	19.9%	10.1%	-10.8%	+	13.1%	6,079	1,074	1,853	92	9,097	19.9%	-6.5%	-8.1%	+	10.5%
In-Fisherman	Outdoor Sportsman Group	3,985	45	-	-	4,030	2,988	-	116	-	3,104	33.4%	+	-100.0%	-	29.8%	3,985	25	32	-	4,042	33.4%	-46.0%	-71.1%	-	28.5%
InStyle	Time Inc.	9,047	1,213	3,189	296	13,744	8,269	1,676	5,325	-	15,270	9.4%	-27.6%	-40.1%	+	-10.0%	9,047	1,322	3,246	157	13,772	9.4%	-22.2%	-25.4%	3159.2%	-3.8%
Kraft Food & Family	* Meredith Corporation	2,250	1,879	4,748	35	8,912	2,250	1,556	4,343	113	8,262	0.0%	20.8%	9.3%	-69.0%	7.9%	2,250	1,817	4,817	78	8,962	0.0%	-8.3%	2.1%	-33.0%	-1.2%
Marie Claire	Hearst Magazines	3,360	1,044	2,993	1,179	8,577	2,921	1,333	3,024	307	7,585	15.0%	-21.6%	-1.0%	284.1%	13.1%	3,360	1,251	3,297	2,411	10,319	15.0%	-17.6%	15.4%	829.0%	36.6%
Martha Stewart Living	Meredith Corporation	8,519	2,555	5,555	678	17,307	7,824	2,713	6,797	550	17,884	8.9%	-5.8%	-18.3%	23.3%	-3.2%	8,519	2,493	5,054	691	16,756	8.9%	-22.7%	-33.2%	28.1%	-12.5%
Men's Fitness	American Media, Inc.	7,683	1,153	3,095	18	11,949	7,109	1,384	3,414	489	12,396	8.1%	-16.7%	-9.3%	-96.3%	-3.6%	7,683	1,262	3,419	28	12,392	8.1%	-15.0%	-3.6%	-91.0%	-0.4%
Men's Health	Rodale Inc.	13,575	1,442	5,901	-	20,918	12,244	1,604	5,307	-	19,155	10.9%	-10.1%	11.2%	-	9.2%	13,575	1,488	5,596	-	20,659	10.9%	-4.8%	9.6%	-	9.2%
Midwest Living	Meredith Corporation	3,247	290	553	-	4,090	3,626	298	585	-	4,509	-10.5%	-2.7%	-5.5%	-	-9.3%	3,247	293	515	-	4,055	-10.5%	-8.9%	-23.2%	-	-12.2%
Money	Time Inc.	5,978	1,401	3,973	14	11,367	5,729	1,621	2,625	13	9,988	4.3%	-13.6%	51.4%	9.4%	13.8%	5,978	1,469	3,380	11	10,837	4.3%	-16.4%	19.7%	-7.6%	5.0%

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Mother Earth News	Ogden Publications	2,702	531	710	-	3,943	2,671	565	1,545	-	4,781	1.2%	-6.0%	-54.0%	-	-17.5%	2,702	403	924	-	4,029	1.2%	-31.5%	-25.9%	-	-10.6%
Motor Trend	TEN	6,922	1,333	1,668	811	10,734	7,139	1,186	1,336	1,627	11,288	-3.0%	12.4%	24.9%	-50.2%	-4.9%	6,922	1,391	1,453	908	10,673	-3.0%	28.7%	17.7%	-37.0%	-2.0%
Motorcyclist	Bonnier Corporation	1,408	70	160	-	1,638	1,613	49	123	-	1,785	-12.7%	42.9%	30.1%	-	-8.2%	1,408	65	123	-	1,596	-12.7%	-13.0%	7.9%	-	-11.4%
Muscle & Fitness	American Media, Inc.	6,438	577	1,896	17	8,928	6,723	734	2,577	237	10,271	-4.2%	-21.4%	-26.4%	-92.8%	-13.1%	6,438	637	2,148	23	9,246	-4.2%	-18.2%	-16.6%	-87.2%	-9.9%
National Enquirer	American Media, Inc.	6,965	248	575	-	7,788	5,990	668	1,242	316	8,216	16.3%	-62.9%	-53.7%	-100.0%	-5.2%	6,965	219	516	-	7,701	16.3%	-55.3%	-49.6%	-100.0%	0.2%
National Geographic	National Geographic Partners	30,764	3,926	5,036	456	40,182	29,438	4,360	5,408	469	39,676	4.5%	-10.0%	-6.9%	-2.9%	1.3%	30,764	4,059	5,489	341	40,653	4.5%	-7.1%	11.1%	-12.8%	3.9%
National Geographic Kids	National Geographic Partners	6,992	301	386	35	7,714	6,601	334	415	36	7,386	5.9%	-10.0%	-6.9%	-2.9%	4.4%	6,992	311	421	26	7,750	5.9%	-7.1%	11.1%	-12.8%	5.5%
National Geographic Traveler	National Geographic Partners	11,135	403	517	47	12,101	9,411	447	555	48	10,461	18.3%	-10.0%	-6.9%	-2.9%	15.7%	11,135	416	563	35	12,150	18.3%	-7.1%	11.1%	-12.8%	16.8%
New York Magazine	New York Media	2,514	5,210	15,806	369	23,899	2,578	4,587	11,247	682	19,094	-2.5%	13.6%	40.5%	-45.9%	25.2%	2,514	5,503	17,205	413	25,635	-2.5%	5.9%	42.6%	-14.7%	26.2%
NYLON	* NYLON Media	1,167	882	729	1	2,779	1,213	271	2,430	-	3,914	-3.8%	225.5%	-70.0%	+	-29.0%	1,167	720	684	22	2,593	-3.8%	138.9%	-72.2%	-77.2%	-36.3%
O, The Oprah Magazine	Hearst Magazines	9,547	793	1,397	916	12,654	10,499	747	1,500	1,166	13,912	-9.1%	6.2%	-6.9%	-21.4%	-9.0%	9,547	741	1,354	1,022	12,663	-9.1%	-8.4%	-17.0%	-30.9%	-12.2%
OK! Magazine	American Media, Inc.	4,940	276	2,041	-	7,257	4,467	2,541	3,693	1,297	11,998	10.6%	-89.1%	-44.7%	-100.0%	-39.5%	4,940	609	2,004	13	7,566	10.6%	-80.8%	-56.7%	-99.2%	-45.5%
Outdoor Life	Bonnier Corporation	5,975	277	731	-	6,983	5,473	313	1,003	-	6,789	9.2%	-11.5%	-27.1%	-	2.9%	5,975	265	717	-	6,957	9.2%	-16.4%	-6.9%	-	6.0%
Parents	** Meredith Corporation	12,067	1,512	6,079	185	19,843	12,798	1,580	6,221	-	20,599	-5.7%	-4.3%	-2.3%	+	-3.7%	12,067	1,572	5,863	197	19,698	-5.7%	-5.0%	-10.0%	1278.9%	-6.1%
People	Time Inc.	42,448	6,021	25,908	4,271	78,648	39,431	8,568	26,600	3,632	78,231	7.7%	-29.7%	-2.6%	17.6%	0.5%	42,448	6,014	26,386	4,329	79,177	7.7%	-32.2%	-6.0%	32.7%	-0.6%
People en Español	Time Inc.	7,050	124	917	43	8,135	6,797	115	1,278	-	8,190	3.7%	8.0%	-28.2%	+	-0.7%	7,050	100	877	41	8,067	3.7%	-28.8%	-27.7%	+	-1.0%
Petersen's Hunting	Outdoor Sportsman Group	4,435	-	47	-	4,482	4,591	-	48	-	4,639	-3.4%	-	-2.1%	-	-3.4%	4,435	12	64	-	4,511	-3.4%	+	-4.1%	-	-3.2%
Playboy	Playboy Enterprises Inc.	3,677	645	2,119	158	6,598	3,793	659	3,948	639	9,039	-3.1%	-2.2%	-46.3%	-75.3%	-27.0%	3,677	624	2,757	249	7,306	-3.1%	-22.0%	-42.7%	-48.4%	-26.1%
Popular Mechanics	Hearst Magazines	7,202	2,042	3,715	33	12,992	7,867	2,766	3,318	-	13,952	-8.5%	-26.2%	11.9%	+	-6.9%	7,202	2,025	3,523	81	12,831	-8.5%	-24.2%	12.9%	+	-6.1%
Popular Science	Bonnier Corporation	7,565	1,521	1,474	23	10,583	6,861	849	1,414	50	9,174	10.3%	79.2%	4.2%	-54.0%	15.4%	7,565	1,173	1,512	73	10,322	10.3%	43.3%	12.6%	20.3%	13.7%
Prevention	Rodale Inc.	6,670	1,840	5,117	-	13,627	7,072	1,757	5,683	-	14,512	-5.7%	4.7%	-10.0%	-	-6.1%	6,670	1,967	5,224	-	13,861	-5.7%	6.2%	-10.2%	-	-6.0%
Rachael Ray Every Day	Meredith Corporation	6,081	186	419	-	6,686	5,186	284	638	-	6,108	17.3%	-34.5%	-34.3%	-	9.5%	6,081	158	360	-	6,599	17.3%	-53.9%	-48.6%	-	5.9%
Reader's Digest	Trusted Media Brands	19,128	1,812	2,210	-	23,150	18,387	1,769	4,608	107	24,871	4.0%	2.4%	-52.0%	-100.0%	-6.9%	19,128	2,084	2,610	-	23,823	4.0%	33.0%	-36.3%	-100.0%	-1.3%
Real Simple	Time Inc.	7,432	1,966	5,472	304	15,175	7,541	2,987	6,695	80	17,303	-1.4%	-34.2%	-18.3%	282.2%	-12.3%	7,432	2,374	5,750	236	15,792	-1.4%	-26.1%	-17.0%	202.1%	-11.1%
Redbook	Hearst Magazines	5,509	749	1,926	500	8,684	5,423	994	2,216	-	8,633	1.6%	-24.6%	-13.1%	+	0.6%	5,509	790	2,134	813	9,246	1.6%	-29.4%	-19.4%	2374.0%	0.3%
Road & Track	Hearst Magazines	2,871	743	2,127	6	5,747	3,133	833	1,240	-	5,206	-8.4%	-10.9%	71.6%	+	10.4%	2,871	806	1,911	2	5,590	-8.4%	-15.2%	34.9%	+	1.6%
Runner's World	Rodale Inc.	2,686	1,096	4,304	-	8,086	2,692	1,409	4,191	-	8,292	-0.2%	-22.2%	2.7%	-	-2.5%	2,686	1,006	3,510	-	7,201	-0.2%	-16.9%	-7.4%	-	-6.4%
Saveur	* Bonnier Corporation	1,573	444	928	19	2,964	1,573	514	943	-	3,030	0.0%	-13.6%	-1.6%	+	-2.2%	1,573	463	986	5	3,027	0.0%	-21.8%	-16.8%	+	-9.7%
Ser Padres	** Meredith Corporation	2,154	-	76	-	2,230	2,075	-	27	-	2,102	3.8%	-	181.5%	-	6.1%	2,154	-	42	-	2,196	3.8%	-	525.9%	-	5.5%
Seventeen	Hearst Magazines	7,154	760	2,710	109	10,733	6,201	949	2,955	249	10,355	15.4%	-20.0%	-8.3%	-56.1%	3.7%	7,154	770	2,271	102	10,298	15.4%	-23.2%	-30.9%	-48.0%	-3.6%
Shape	* Meredith Corporation	5,890	2,715	5,498	176	14,279	6,050	2,314	7,488	76	15,928	-2.6%	17.3%	-26.6%	131.6%	-10.4%	5,890	3,378	5,645	232	15,145	-2.6%	36.5%	-15.5%	209.7%	-0.9%
Ski	Active Interest Media	1,389	-	20	-	1,409	1,307	-	-	-	1,307	6.3%	-	+	-	7.8%	1,389	23	63	-	1,475	6.3%	-52.6%	130.0%	-	6.7%
Smithsonian	Smithsonian Enterprises	7,253	1,291	3,288	237	12,069	6,910	1,267	2,255	-	10,432	5.0%	1.9%	45.8%	+	15.7%	7,253	1,556	3,887	193	12,889	5.0%	16.6%	63.1%	711.6%	21.0%

Magazine Brand	Publishing Company	CURRENT MONTH - April 2017 (000)					YEAR AGO - April 2016 (000)					April 2017 vs. April 2016 (% change)					YTD AVERAGE - as of April 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
Soap Opera Digest	American Media, Inc.	2,984	37	122	-	3,143	3,113	-	-	-	3,113	-4.1%	+	+	-	1.0%	2,984	48	122	-	3,154	-4.1%	39.8%	+	-	0.2%
Southern Living	Time Inc.	15,855	1,751	4,366	214	22,186	15,088	1,629	3,961	87	20,766	5.1%	7.5%	10.2%	145.5%	6.8%	15,855	1,630	3,804	176	21,466	5.1%	-4.3%	-4.9%	79.1%	2.7%
Sports Illustrated	Time Inc.	18,599	3,262	10,758	2,086	34,704	18,342	4,662	10,505	2,255	35,764	1.4%	-30.0%	2.4%	-7.5%	-3.0%	18,599	3,613	9,912	2,346	34,470	1.4%	-38.8%	-6.4%	-25.6%	-9.2%
Star	American Media, Inc.	6,390	52	226	-	6,668	5,808	215	1,336	85	7,444	10.0%	-75.8%	-83.1%	-100.0%	-10.4%	6,390	37	208	-	6,635	10.0%	-81.5%	-85.5%	-100.0%	-11.6%
Street Rodder	TEN	2,421	105	125	8	2,659	2,011	125	209	51	2,396	20.4%	-16.1%	-40.2%	-84.3%	11.0%	2,421	109	122	13	2,664	20.4%	-14.5%	-41.4%	-76.8%	10.9%
StyleWatch	Time Inc.	5,198	831	3,231	-	9,260	5,134	1,328	5,518	54	12,034	1.2%	-37.4%	-41.4%	-100.0%	-23.1%	5,198	921	3,506	26	9,651	1.2%	-32.7%	-34.8%	-15.9%	-19.0%
Sunset	Time Inc.	4,438	536	899	60	5,934	4,756	800	1,499	-	7,055	-6.7%	-32.9%	-40.0%	+	-15.9%	4,438	435	729	31	5,634	-6.7%	-30.7%	-26.5%	+	-11.6%
Taste of Home	Trusted Media Brands	13,241	3,621	8,039	160	25,061	12,248	3,036	7,676	318	23,277	8.1%	19.3%	4.7%	-49.7%	7.7%	13,241	3,603	7,308	59	24,211	8.1%	-0.7%	-12.8%	-95.0%	-4.8%
Teen Vogue	Condé Nast	3,040	1,209	7,444	1,047	12,740	3,469	670	2,707	297	7,144	-12.4%	80.4%	174.9%	252.6%	78.3%	3,040	1,201	6,734	977	11,952	-12.4%	82.6%	163.9%	198.3%	70.6%
Texas Monthly	Emmis Publishing	2,158	199	577	-	2,934	2,736	241	661	-	3,638	-21.1%	-17.4%	-12.7%	-	-19.4%	2,158	215	606	-	2,980	-21.1%	-17.6%	-10.4%	-	-18.9%
The Atlantic	Atlantic Media	2,149	5,099	11,043	177	18,468	1,898	5,380	9,096	347	16,721	13.2%	-5.2%	21.4%	-49.0%	10.4%	2,149	5,890	13,597	103	21,739	13.2%	-0.9%	33.2%	-71.1%	18.1%
The Economist	The Economist Newspaper Limited	2,213	1,866	2,161	91	6,331	2,407	1,883	1,389	11	5,690	-8.1%	-0.9%	55.6%	727.3%	11.3%	2,213	1,778	2,006	103	6,100	-8.1%	-12.2%	20.2%	197.1%	-0.6%
The Family Handyman	Trusted Media Brands	4,761	1,738	2,940	-	9,439	4,647	1,634	3,112	417	9,810	2.5%	6.4%	-5.5%	-100.0%	-3.8%	4,761	1,859	2,388	-	9,007	2.5%	31.3%	-18.1%	-100.0%	-3.1%
The New Yorker	Condé Nast	4,858	3,703	8,640	2,060	19,261	4,326	3,431	8,006	560	16,322	12.3%	7.9%	7.9%	268.0%	18.0%	4,858	3,871	10,516	1,309	20,554	12.3%	0.3%	25.9%	132.8%	20.2%
This Old House	This Old House Ventures, LLC	5,949	898	1,716	-	8,563	5,084	1,449	2,906	-	9,439	17.0%	-38.0%	-40.9%	-	-9.3%	5,949	988	1,792	-	8,729	17.0%	-29.5%	-29.0%	-	-3.1%
Time	Time Inc.	18,399	6,182	15,901	2,921	43,403	16,623	7,114	16,175	1,843	41,755	10.7%	-13.1%	-1.7%	58.5%	3.9%	18,399	6,823	19,769	3,228	48,220	10.7%	-13.2%	7.4%	97.0%	8.3%
Town & Country	Hearst Magazines	3,197	454	1,539	330	5,521	3,003	595	1,094	-	4,691	6.5%	-23.6%	40.8%	+	17.7%	3,197	592	1,350	895	6,033	6.5%	-1.6%	22.6%	+	28.2%
Traditional Home	Meredith Corporation	4,284	22	71	-	4,377	3,938	25	99	-	4,062	8.8%	-12.0%	-28.3%	-	7.8%	4,284	35	78	-	4,396	8.8%	4.5%	-21.5%	-	8.0%
Travel + Leisure	Time Inc.	6,583	1,691	4,258	419	12,952	5,814	968	3,010	-	9,792	13.2%	74.7%	41.5%	+	32.3%	6,583	1,801	4,491	341	13,216	13.2%	54.3%	45.9%	+	31.4%
Us Weekly	American Media, Inc.	12,116	2,968	11,257	139	26,480	12,452	4,762	16,495	494	34,203	-2.7%	-37.7%	-31.8%	-71.9%	-22.6%	12,116	3,892	14,156	152	30,316	-2.7%	-30.1%	-19.0%	-70.6%	-15.8%
Vanity Fair	Condé Nast	7,926	2,644	8,271	4,576	23,418	7,527	2,876	6,075	705	17,183	5.3%	-8.1%	36.2%	548.9%	36.3%	7,926	2,962	9,630	4,644	25,162	5.3%	-6.8%	48.5%	209.3%	34.6%
Veranda	Hearst Magazines	1,228	-	46	-	1,274	1,160	-	101	-	1,261	5.9%	-	-54.5%	-	1.0%	1,228	47	114	-	1,389	5.9%	+	23.8%	-	11.0%
Vogue	Condé Nast	11,659	1,390	3,246	2,269	18,564	11,389	1,869	3,449	1,503	18,210	2.4%	-25.6%	-5.9%	50.9%	1.9%	11,659	1,655	3,503	1,938	18,754	2.4%	-10.3%	3.9%	87.7%	6.3%
W	Condé Nast	1,036	295	787	409	2,527	1,046	211	523	88	1,868	-1.0%	39.8%	50.4%	364.0%	35.2%	1,036	271	712	698	2,718	-1.0%	32.9%	65.6%	34.5%	23.6%
WebMD Magazine	WebMD, LLC	10,336	13,905	34,270	10	58,521	10,009	14,929	33,112	94	58,144	3.3%	-6.9%	3.5%	-89.4%	0.6%	10,336	14,483	34,180	24	59,023	3.3%	-5.8%	2.4%	-67.6%	0.3%
Wired	Condé Nast	3,013	3,453	6,207	2,193	14,866	2,382	4,139	6,511	1,144	14,177	26.5%	-16.6%	-4.7%	91.6%	4.9%	3,013	3,450	6,489	2,423	15,375	26.5%	-18.7%	0.4%	106.8%	7.8%
Woman's Day	Hearst Magazines	16,531	776	2,696	472	20,475	16,213	753	2,332	-	19,298	2.0%	3.1%	15.6%	+	6.1%	16,531	949	3,117	182	20,780	2.0%	-16.1%	28.9%	332.5%	4.9%
Women's Health	Rodale Inc.	11,341	1,612	6,549	-	19,502	9,982	1,844	6,071	-	17,897	13.6%	-12.6%	7.9%	-	9.0%	11,341	1,779	6,249	-	19,369	13.6%	-4.6%	-2.3%	-	6.2%
Yoga Journal	Active Interest Media	1,966	211	239	-	2,416	2,029	473	151	-	2,653	-3.1%	-55.4%	58.3%	-	-8.9%	1,966	328	224	-	2,518	-3.1%	45.3%	131.3%	-	7.1%
<b>Total (000)</b>		<b>938,918</b>	<b>219,929</b>	<b>558,211</b>	<b>66,774</b>	<b>1,783,832</b>	<b>889,721</b>	<b>251,336</b>	<b>561,233</b>	<b>47,902</b>	<b>1,750,192</b>	<b>5.5%</b>	<b>-12.5%</b>	<b>-0.5%</b>	<b>39.4%</b>	<b>1.9%</b>	<b>935,804</b>	<b>233,635</b>	<b>575,394</b>	<b>73,322</b>	<b>1,818,154</b>	<b>5.4%</b>	<b>-12.0%</b>	<b>0.3%</b>	<b>43.4%</b>	<b>2.2%</b>
<b>Share by Platform (%)</b>		<b>52.6%</b>	<b>12.3%</b>	<b>31.3%</b>	<b>3.7%</b>	<b>100.0%</b>	<b>50.8%</b>	<b>14.4%</b>	<b>32.1%</b>	<b>2.7%</b>	<b>100.0%</b>						<b>51.5%</b>	<b>12.9%</b>	<b>31.6%</b>	<b>4.0%</b>	<b>100.0%</b>					

\* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.

\*\* Meredith Corporation's Desktop/Laptop, Mobile Web, and Video data for: (A) Family Fun and Ser Padres are rolled up into Parents for both 2015 and 2016, and (B) Shape are estimated for Jan. and Feb. 2016 due to a comScore tagging error.

Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

Magazine Brand	Publishing Company	CURRENT MONTH - April 2017 (000)					YEAR AGO - April 2016 (000)					April 2017 vs. April 2016 (% change)					YTD AVERAGE - as of April 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°

**SOURCES:**

**Current Month**

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; April 2017 and April 2016; U.S.
- Mobile Web: comScore Mobile Metrix; April 2017 and April 2016; U.S.
- Video: comScore Video Metrix; April 2017 and April 2016; U.S.

**Year to Date**

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - April 2017 and January 2016 - April 2016; U.S.
- Mobile Web: comScore Media Metrix® January 2017 - April 2017 and January 2016 - April 2016; U.S.
- Video: comScore Media Metrix® January 2017 - April 2017 and January 2016 - April 2016; U.S.

**WHAT'S MEASURED:**

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print editions only.
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.
- Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.
- Video Unique Viewers: Those unique P6+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.

Note: In certain instances, the comScore data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.

**About Magazine Media 360°**

Magazine Media 360° is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360° uses data from leading third-party providers and currently covers 126 magazine media brands from 30 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360° Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360°, which launched October 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360° Social Media Report is released separately on a quarterly basis.