

| 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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| | | 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° |
| 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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|------------------------------|------------------------------|----------------------------------|-----------------------|------------|-------|------------|-----------------------------|-----------------------|------------|-------|------------|--------------------------------------|-----------------------|------------|---------|------------|--------------------------------------|-----------------------|------------|-------|------------|----------------------------------|-----------------------|------------|---------|------------|
| | | 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° |
| 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% |
| Total (000) | | 938,918 | 219,929 | 558,211 | 66,774 | 1,783,832 | 889,721 | 251,336 | 561,233 | 47,902 | 1,750,192 | 5.5% | -12.5% | -0.5% | 39.4% | 1.9% | 935,804 | 233,635 | 575,394 | 73,322 | 1,818,154 | 5.4% | -12.0% | 0.3% | 43.4% | 2.2% |
| Share by Platform (%) | | 52.6% | 12.3% | 31.3% | 3.7% | 100.0% | 50.8% | 14.4% | 32.1% | 2.7% | 100.0% | | | | | | 51.5% | 12.9% | 31.6% | 4.0% | 100.0% | | | | | |

* 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.