

Magazine Brand	Publishing Company	CURRENT MONTH - April 2018 (000)					YEAR AGO - April 2017 (000)					April 2018 vs. April 2017 (% change)					YTD AVERAGE - as of April 2018 (000)					YTD 2018 vs. YTD 2017 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°
4 Wheel & Off Road	TEN	3,014	43	101	-	3,158	2,648	47	62	-	2,757	13.8%	-8.5%	62.9%	-	14.5%	3,014	47	114	4	3,180	13.8%	2.6%	13.8%	+	13.8%
AARP	AARP Media	38,557	3,259	6,198	-	48,014	37,501	3,295	2,794	26	43,616	2.8%	-1.1%	121.8%	-100.0%	10.1%	38,557	3,480	6,429	-	48,466	2.8%	-5.3%	101.1%	-100.0%	9.2%
AFAR	AFAR Media	783	75	206	-	1,064	568	85	134	-	787	37.9%	-11.8%	53.7%	-	35.2%	705	74	304	-	1,083	30.6%	-21.1%	15.7%	-	20.8%
Allrecipes	Meredith Corporation	7,806	7,950	27,078	918	43,752	8,189	12,707	31,125	2,012	54,034	-4.7%	-37.4%	-13.0%	-54.4%	-19.0%	7,806	9,256	29,049	1,122	47,232	-4.7%	-29.9%	-12.8%	-40.4%	-16.5%
Allure	Condé Nast	5,648	1,339	4,749	1,542	13,278	6,225	1,171	5,369	1,476	14,241	-9.3%	14.4%	-11.6%	4.5%	-6.8%	5,648	1,362	4,612	2,310	13,932	-9.3%	27.0%	-6.8%	14.1%	-2.4%
Architectural Digest	Condé Nast	4,047	611	1,161	913	6,732	4,257	413	957	554	6,181	-4.9%	48.0%	21.3%	64.8%	8.9%	4,047	666	1,383	493	6,590	-4.9%	59.9%	55.3%	84.6%	13.0%
Automobile	TEN	3,295	192	170	-	3,657	3,308	195	219	-	3,722	-0.4%	-1.5%	-22.4%	-	-1.7%	3,295	233	184	-	3,712	-0.4%	-26.1%	-6.8%	-	-2.9%
Backpacker	Active Interest Media	1,455	219	313	-	1,987	1,298	243	302	-	1,843	12.1%	-9.9%	3.6%	-	7.8%	1,455	198	278	-	1,930	12.1%	1.8%	43.8%	-	14.5%
Better Homes and Gardens	Meredith Corporation	36,324	2,987	5,762	216	45,289	36,951	4,750	5,552	562	47,816	-1.7%	-37.1%	3.8%	-61.5%	-5.3%	36,324	3,440	4,990	263	45,018	-1.7%	-32.6%	1.7%	-53.9%	-5.3%
Bicycling	Hearst Magazines	1,334	307	564	-	2,205	1,629	418	931	-	2,978	-18.1%	-26.6%	-39.3%	-	-25.9%	1,334	307	504	23	2,168	-18.1%	-14.2%	-34.7%	+	-21.4%
Birds & Blooms	Trusted Media Brands	5,017	174	387	-	5,577	5,510	190	403	-	6,103	-8.9%	-8.8%	-4.1%	-	-8.6%	5,017	149	256	-	5,421	-8.9%	-6.1%	-30.4%	-	-10.2%
Bon Appétit/Epicurious	Condé Nast	6,592	3,140	9,496	4,111	23,339	6,880	3,895	9,883	2,050	22,708	-4.2%	-19.4%	-3.9%	100.5%	2.8%	6,592	3,379	9,772	4,049	23,791	-4.2%	-17.0%	-4.3%	120.5%	3.4%
Brides	Condé Nast	5,437	889	2,138	1,305	9,769	4,921	811	1,632	454	7,818	10.5%	9.6%	31.0%	187.4%	25.0%	5,437	874	1,890	1,065	9,266	10.5%	4.6%	32.5%	142.6%	21.6%
Car and Driver	Hearst Magazines	8,712	1,872	5,117	-	15,700	9,451	2,237	5,094	68	16,849	-7.8%	-16.3%	0.4%	-100.0%	-6.8%	8,712	2,000	5,268	59	16,040	-7.8%	-15.8%	4.0%	-13.1%	-5.4%
Car Craft	TEN	2,222	41	33	6	2,302	2,192	46	55	4	2,297	1.4%	-10.9%	-40.0%	50.0%	0.2%	2,222	47	43	7	2,318	1.4%	-2.2%	-20.4%	15.0%	0.8%
Coastal Living	Meredith Corporation	4,622	215	913	-	5,750	4,206	95	308	-	4,609	9.9%	126.7%	196.1%	-	24.8%	4,622	226	845	-	5,693	9.9%	-14.1%	62.3%	-	14.1%
Condé Nast Traveler	Condé Nast	3,472	954	3,086	1,222	8,735	3,376	926	3,040	1,434	8,776	2.8%	3.1%	1.5%	-14.8%	-0.5%	3,472	880	2,879	1,511	8,742	2.8%	-8.5%	-10.8%	-15.2%	-6.5%
Cooking Light	Meredith Corporation	9,769	794	2,244	110	12,917	10,579	853	2,034	74	13,540	-7.7%	-7.0%	10.3%	48.8%	-4.6%	9,769	945	2,433	91	13,238	-7.7%	8.0%	13.4%	13.8%	-3.2%
Cosmopolitan	Hearst Magazines	16,158	2,489	15,894	1,610	36,151	17,133	2,089	11,023	1,949	32,195	-5.7%	19.2%	44.2%	-17.4%	12.3%	16,158	2,388	14,522	841	33,909	-5.7%	-9.3%	20.5%	-37.1%	2.3%
Country Living	Hearst Magazines	11,798	1,922	9,042	438	23,200	11,657	2,556	9,285	834	24,331	1.2%	-24.8%	-2.6%	-47.5%	-4.6%	11,798	2,102	9,088	339	23,327	1.2%	-21.3%	3.6%	-72.5%	-4.1%
Cycle World	Bonnier Corporation	1,404	373	716	19	2,512	1,951	253	396	-	2,600	-28.0%	47.4%	80.8%	+	-3.4%	1,404	288	539	9	2,240	-28.0%	30.1%	58.2%	+	-10.9%
Departures	Meredith Corporation	6,496	63	37	-	6,596	6,436	178	53	-	6,667	0.9%	-64.5%	-30.0%	-	-1.1%	6,466	66	86	-	6,618	3.2%	-1.0%	63.6%	-	3.7%
Diabetic Living	Meredith Corporation	6,662	73	323	-	7,058	6,153	139	256	-	6,548	8.3%	-47.3%	26.1%	-	7.8%	6,662	119	313	-	7,094	8.3%	-10.0%	28.2%	-	8.6%
Dirt Rider	Bonnier Corporation	1,363	159	197	26	1,745	1,346	59	145	-	1,550	1.3%	169.5%	35.9%	+	12.6%	1,363	92	179	7	1,640	1.3%	-52.8%	39.1%	+	-1.7%
Discover	Kalmbach Media Media Publishing Co.	2,155	204	165	-	2,524	2,199	224	78	-	2,501	-2.0%	-8.9%	111.5%	-	0.9%	2,148	182	216	-	2,546	4.7%	-6.8%	-11.1%	-	2.3%
domino	Domino Media Group, Inc.	1,195	184	618	-	1,997	1,140	87	359	-	1,586	4.8%	111.5%	72.1%	-	25.9%	1,195	223	666	-	2,084	4.8%	158.8%	12.4%	-	14.6%
EatingWell	Meredith Corporation	6,803	1,146	2,622	-	10,571	6,060	1,524	2,328	58	9,970	12.3%	-24.8%	12.6%	-100.0%	6.0%	6,803	1,379	2,749	29	10,960	12.3%	-20.6%	0.7%	-67.9%	3.2%
Elle	Hearst Magazines	4,570	1,601	9,022	699	15,892	5,476	1,867	5,468	103	12,914	-16.5%	-14.3%	65.0%	580.5%	23.1%	4,570	1,508	7,292	452	13,822	-16.5%	-29.8%	14.5%	-73.1%	-11.8%
Elle Decor	Hearst Magazines	2,231	292	757	-	3,280	2,059	265	637	435	3,396	8.4%	10.4%	18.8%	-100.0%	-3.4%	2,231	333	1,180	257	4,002	8.4%	0.6%	66.8%	-53.0%	9.8%
Entertainment Weekly	Meredith Corporation	9,360	3,401	13,147	1,548	27,457	9,929	3,235	11,104	1,764	26,032	-5.7%	5.1%	18.4%	-12.2%	5.5%	9,360	3,635	13,856	1,618	28,469	-5.7%	-8.0%	4.6%	-27.4%	-3.0%
Entrepreneur	Entrepreneur Media	3,149	2,690	2,900	5,029	13,768	3,061	2,661	2,792	532	9,046	2.9%	1.1%	3.9%	845.3%	52.2%	3,149	2,308	2,908	8,531	16,896	2.9%	-25.0%	3.1%	2150.9%	80.9%
ESPN The Magazine	ESPN, Inc.	17,459	22,739	43,218	12,801	96,217	18,397	21,502	49,163	9,538	98,600	-5.1%	5.8%	-12.1%	34.2%	-2.4%	17,459	23,449	42,618	12,325	95,851	-5.1%	6.9%	-8.2%	24.0%	-0.9%
Esquire	Hearst Magazines	3,019	1,695	7,189	53	11,956	3,317	1,405	4,234	46	9,003	-9.0%	20.7%	69.8%	14.0%	32.8%	3,019	1,549	6,483	99	11,150	-9.0%	-23.0%	19.5%	-69.8%	0.6%

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Family Circle	Meredith Corporation	12,747	36	226	-	13,009	15,736	251	194	-	16,181	-19.0%	-85.7%	16.4%	-	-19.6%	12,747	188	207	-	13,142	-19.0%	-29.4%	-9.7%	-	-19.0%
FamilyFun	Meredith Corporation	4,848	21	67	1	4,937	3,664	25	83	2	3,774	32.3%	-16.0%	-19.3%	-50.0%	30.8%	4,848	24	70	1	4,942	32.3%	-8.7%	-13.1%	-54.5%	31.0%
Fast Company	Mansueto Ventures	2,103	2,253	3,151	9	7,516	2,175	2,175	5,431	-	9,781	-3.3%	3.6%	-42.0%	+	-23.2%	2,103	2,248	3,404	13	7,768	-3.3%	10.4%	-9.7%	+	-2.6%
Field & Stream	Bonnier Corporation	9,050	492	1,312	2	10,856	9,292	451	1,241	-	10,984	-2.6%	9.1%	5.7%	+	-1.2%	9,050	448	1,413	1	10,911	-2.6%	6.2%	4.6%	+	-1.4%
Flying	Bonnier Corporation	1,041	223	257	22	1,543	846	156	171	-	1,173	23.0%	42.9%	50.3%	+	31.5%	1,041	177	199	6	1,422	23.0%	41.8%	16.1%	+	24.5%
Food & Wine	Meredith Corporation	7,432	1,407	4,176	201	13,215	8,150	1,506	3,786	214	13,656	-8.8%	-6.6%	10.3%	-6.1%	-3.2%	7,432	1,488	4,276	173	13,369	-8.8%	10.2%	34.1%	-19.9%	3.6%
Food Network Magazine	Hearst Magazines	12,902	795	2,768	89	16,554	13,874	858	2,950	106	17,789	-7.0%	-7.3%	-6.2%	-16.0%	-6.9%	12,902	901	2,961	99	16,863	-7.0%	-10.0%	-7.0%	-17.8%	-7.2%
Fortune	Meredith Corporation	3,291	3,148	8,117	1,582	16,137	3,668	3,411	8,061	1,242	16,381	-10.3%	-7.7%	0.7%	27.3%	-1.5%	3,291	3,646	8,293	1,618	16,847	-10.3%	5.7%	22.6%	78.7%	14.0%
Game & Fish	Outdoor Sportsman Group	6,310	122	326	13	6,771	6,535	135	361	-	7,031	-3.4%	-9.6%	-9.7%	+	-3.7%	6,310	110	289	3	6,712	-3.4%	-11.1%	-2.3%	+	-3.5%
Glamour	Condé Nast	9,846	1,119	4,235	2,412	17,612	10,485	1,328	5,504	1,785	19,102	-6.1%	-15.7%	-23.1%	35.1%	-7.8%	9,846	1,256	4,316	2,528	17,947	-6.1%	-17.1%	-32.1%	1.0%	-14.0%
Golf Digest	Condé Nast	4,684	1,100	3,550	1,613	10,948	5,131	873	2,856	827	9,686	-8.7%	26.1%	24.3%	95.0%	13.0%	4,684	789	2,503	1,524	9,500	-8.7%	15.8%	30.4%	198.5%	15.3%
Good Housekeeping	Hearst Magazines	19,451	2,454	10,226	395	32,526	19,468	2,892	7,249	44	29,653	-0.1%	-15.1%	41.1%	800.4%	9.7%	19,451	2,537	9,562	581	32,132	-0.1%	-15.5%	31.0%	58.0%	6.6%
GQ	Condé Nast	6,022	1,310	5,439	3,414	16,185	6,417	1,529	6,476	2,912	17,334	-6.2%	-14.3%	-16.0%	17.2%	-6.6%	6,022	1,429	5,665	3,912	17,027	-6.2%	-24.3%	-22.5%	32.7%	-8.3%
Guns & Ammo	Outdoor Sportsman Group	11,674	141	302	-	12,117	11,106	182	344	-	11,632	5.1%	-22.5%	-12.2%	-	4.2%	11,674	167	400	-	12,241	5.1%	-24.7%	2.7%	-	4.5%
Harper's Bazaar	Hearst Magazines	3,030	1,032	7,682	1,207	12,951	3,073	936	2,880	858	7,747	-1.4%	10.3%	166.7%	40.7%	67.2%	3,030	1,057	8,083	772	12,942	-1.4%	-9.6%	109.6%	-56.6%	31.0%
Health	Meredith Corporation	9,294	1,672	5,778	487	17,232	8,918	1,821	5,714	268	16,721	4.2%	-8.2%	1.1%	81.9%	3.1%	9,294	1,734	5,853	366	17,247	4.2%	-13.4%	-6.7%	76.6%	-0.9%
HGTV Magazine	Hearst Magazines	10,382	172	407	17	10,979	9,455	184	399	44	10,081	9.8%	-6.2%	1.9%	-59.9%	8.9%	10,382	183	383	18	10,966	9.8%	3.9%	5.7%	-39.1%	9.4%
Hot Rod	TEN	5,409	155	125	23	5,712	5,573	175	210	13	5,971	-2.9%	-11.4%	-40.5%	76.9%	-4.3%	5,409	178	162	24	5,773	-2.9%	-2.4%	-20.6%	8.3%	-3.5%
House Beautiful	Hearst Magazines	5,288	477	2,707	22	8,494	6,079	1,209	2,020	226	9,534	-13.0%	-60.5%	34.0%	-90.4%	-10.9%	5,288	535	2,395	81	8,298	-13.0%	-50.2%	29.3%	-11.7%	-8.8%
In-Fisherman	Outdoor Sportsman Group	3,903	47	60	-	4,010	3,944	45	-	-	3,989	-1.0%	4.4%	+	-	0.5%	3,903	59	44	-	4,006	-1.0%	48.4%	67.6%	-	-0.1%
InStyle	Meredith Corporation	8,155	1,575	3,459	268	13,458	9,047	1,213	3,189	296	13,744	-9.9%	29.9%	8.5%	-9.4%	-2.1%	8,155	1,382	3,928	238	13,703	-9.9%	4.6%	21.0%	51.1%	-0.5%
Kraft Food & Family	Meredith Corporation	2,250	1,296	5,383	-	8,929	2,250	1,879	4,748	35	8,912	0.0%	-31.0%	13.4%	-100.0%	0.2%	2,250	1,352	4,168	1	7,771	0.0%	-25.6%	-13.5%	-99.4%	-13.3%
Marie Claire	Hearst Magazines	2,938	974	5,494	276	9,683	3,360	1,044	2,993	1,179	8,577	-12.6%	-6.7%	83.6%	-76.6%	12.9%	2,938	911	5,576	712	10,137	-12.6%	-27.2%	69.1%	-70.5%	-1.8%
Martha Stewart Living	Meredith Corporation	7,725	2,060	4,653	534	14,972	8,519	2,555	5,555	678	17,306	-9.3%	-19.4%	-16.2%	-21.2%	-13.5%	7,725	2,189	5,218	554	15,687	-9.3%	-12.2%	3.3%	-19.7%	-6.4%
Men's Health	Hearst Magazines	13,392	1,052	4,832	22	19,298	13,575	1,442	5,901	218	21,136	-1.3%	-27.0%	-18.1%	-90.1%	-8.7%	13,392	1,217	4,728	277	19,615	-1.3%	-18.2%	-15.5%	5.0%	-6.3%
Men's Journal	American Media, Inc.	2,843	767	2,706	61	6,377	2,703	494	1,444	-	4,641	5.2%	55.3%	87.4%	+	37.4%	2,843	395	1,497	45	4,780	5.2%	-29.9%	1.6%	+	0.8%
Midwest Living	Meredith Corporation	2,661	272	524	-	3,457	3,247	290	553	-	4,091	-18.0%	-6.4%	-5.3%	-	-15.5%	2,661	254	523	-	3,438	-18.0%	-13.3%	1.5%	-	-15.2%
Money	Meredith Corporation	5,814	2,091	6,194	133	14,233	5,978	1,401	3,973	14	11,367	-2.7%	49.2%	55.9%	843.7%	25.2%	5,814	2,198	6,471	84	14,567	-2.7%	49.7%	91.5%	693.8%	34.4%
Mother Earth News	Ogden Publications	2,671	274	798	-	3,743	2,702	531	710	-	3,943	-1.1%	-48.4%	12.4%	-	-5.1%	2,671	193	616	-	3,480	-1.1%	-52.1%	-33.4%	-	-13.6%
Motor Trend	TEN	6,565	1,321	2,070	479	10,435	6,922	1,333	1,668	811	10,734	-5.2%	-0.9%	24.1%	-40.9%	-2.8%	6,565	1,462	2,000	601	10,628	-5.2%	5.1%	39.0%	-33.8%	-0.3%
Motorcyclist	Bonnier Corporation	1,928	230	345	18	2,521	1,408	70	160	-	1,638	36.9%	228.6%	115.6%	+	53.9%	1,928	141	225	5	2,298	36.9%	117.3%	82.2%	+	44.0%
Muscle & Fitness	American Media, Inc.	6,450	601	1,778	2	8,831	6,438	577	1,896	17	8,928	0.2%	4.2%	-6.2%	-88.2%	-1.1%	6,450	597	1,641	14	8,701	0.2%	-6.4%	-23.6%	-40.9%	-5.9%
National Enquirer	American Media, Inc.	5,476	140	314	-	5,930	6,965	248	575	-	7,788	-21.4%	-43.5%	-45.4%	-	-23.9%	5,476	155	330	10	5,971	-21.4%	-29.2%	-36.1%	+	-22.5%
National Geographic	National Geographic Partners	32,225	3,591	5,047	166	41,029	30,764	3,926	5,036	456	40,182	4.7%	-8.5%	0.2%	-63.6%	2.1%	32,225	3,503	4,882	198	40,809	4.7%	-13.7%	-11.1%	-42.0%	0.4%
National Geographic Kids	National Geographic Partners	7,100	275	387	13	7,775	6,992	301	386	35	7,714	1.5%	-8.6%	0.3%	-62.9%	0.8%	7,100	268	374	15	7,758	1.5%	-13.7%	-11.1%	-41.7%	0.1%
National Geographic Traveler	National Geographic Partners	12,161	368	518	17	13,064	11,135	403	517	47	12,102	9.2%	-8.7%	0.2%	-63.8%	7.9%	12,161	359	501	20	13,042	9.2%	-13.7%	-11.1%	-42.1%	7.3%

Magazine Brand	Publishing Company	CURRENT MONTH - April 2018 (000)					YEAR AGO - April 2017 (000)					April 2018 vs. April 2017 (% change)					YTD AVERAGE - as of April 2018 (000)					YTD 2018 vs. YTD 2017 (% 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°
New York Magazine	New York Media	3,291	6,953	21,014	238	31,496	2,514	5,210	15,806	369	23,899	30.9%	33.5%	32.9%	-35.5%	31.8%	3,291	6,714	20,923	326	31,253	30.9%	22.0%	21.6%	-21.1%	21.9%
O, The Oprah Magazine	Hearst Magazines	9,992	474	1,257	38	11,761	9,547	793	1,397	916	12,654	4.7%	-40.2%	-10.0%	-95.9%	-7.1%	9,992	672	1,222	47	11,933	4.7%	-9.2%	-9.8%	-95.4%	-5.8%
OK! Magazine	American Media, Inc.	4,087	200	1,978	-	6,265	4,940	276	2,041	-	7,257	-17.3%	-27.5%	-3.1%	-	-13.7%	4,087	208	1,883	-	6,179	-17.3%	-65.8%	-6.0%	-100.0%	-18.3%
Outdoor Life	Bonnier Corporation	6,493	491	1,003	24	8,011	5,975	277	731	-	6,983	8.7%	77.3%	37.2%	+	14.7%	6,493	398	1,013	9	7,912	8.7%	50.0%	41.3%	+	13.7%
Outside	Mariah Media	2,807	529	1,808	-	5,144	2,290	671	1,664	-	4,625	22.6%	-21.2%	8.7%	-	11.2%	2,807	594	1,575	-	4,976	22.6%	-11.8%	5.6%	-	11.7%
Parents	Meredith Corporation	11,861	1,216	4,481	108	17,666	12,067	1,512	6,079	185	19,844	-1.7%	-19.6%	-26.3%	-41.8%	-11.0%	11,861	1,291	4,687	120	17,959	-1.7%	-17.9%	-20.1%	-38.9%	-8.8%
People	Meredith Corporation	39,141	7,373	37,537	6,568	90,620	42,448	6,021	25,908	4,259	78,636	-7.8%	22.4%	44.9%	54.2%	15.2%	39,141	7,299	32,525	4,674	83,638	-7.8%	21.4%	23.3%	8.0%	5.6%
People en Español	Meredith Corporation	6,967	27	994	-	7,988	7,050	124	917	43	8,135	-1.2%	-78.3%	8.3%	-100.0%	-1.8%	6,967	83	871	-	7,920	-1.2%	-16.9%	-0.7%	-100.0%	-1.8%
Petersen's Hunting	Outdoor Sportsman Group	4,453	22	111	-	4,586	4,435	13	47	-	4,495	0.4%	69.2%	136.2%	-	2.0%	4,453	22	81	-	4,556	0.4%	4.8%	22.3%	-	0.7%
Playboy	Playboy Enterprises Inc.	3,473	115	216	135	3,939	3,677	645	2,119	158	6,599	-5.5%	-82.2%	-89.8%	-14.6%	-40.3%	3,473	198	367	110	4,148	-5.5%	-68.3%	-86.7%	-55.7%	-43.2%
Popular Mechanics	Hearst Magazines	7,314	1,668	4,118	451	13,551	7,202	2,042	3,715	33	12,992	1.6%	-18.4%	10.9%	1265.4%	4.3%	7,314	1,536	3,741	161	12,752	1.6%	-24.1%	6.2%	97.1%	-0.6%
Popular Science	Bonnier Corporation	8,780	1,385	2,899	102	13,166	7,565	1,521	1,474	23	10,583	16.1%	-8.9%	96.7%	343.5%	24.4%	8,780	1,370	2,819	84	13,052	16.1%	16.8%	86.5%	121.2%	26.9%
Prevention	Hearst Magazines	6,519	1,561	5,727	542	14,349	6,670	1,840	5,117	66	13,694	-2.3%	-15.2%	11.9%	718.9%	4.8%	6,519	1,538	5,684	542	14,283	-2.3%	-21.8%	8.8%	402.4%	2.2%
Rachael Ray Every Day	Meredith Corporation	5,942	118	439	-	6,500	6,081	186	419	-	6,685	-2.3%	-36.2%	5.0%	-	-2.8%	5,942	133	368	-	6,443	-2.3%	-15.3%	2.2%	-	-2.4%
Reader's Digest	Trusted Media Brands	18,133	2,062	4,893	23	25,111	19,128	1,812	2,210	-	23,150	-5.2%	13.8%	121.4%	+	8.5%	18,133	2,355	5,771	36	26,296	-5.2%	13.0%	121.1%	+	10.4%
Real Simple	Meredith Corporation	7,071	1,538	3,978	250	12,837	7,432	1,966	5,472	304	15,175	-4.9%	-21.8%	-27.3%	-17.9%	-15.4%	7,071	1,655	4,251	257	13,234	-4.9%	-30.3%	-26.1%	9.1%	-16.2%
Redbook	Hearst Magazines	5,022	408	2,027	567	8,024	5,509	749	1,926	500	8,684	-8.8%	-45.5%	5.2%	13.5%	-7.6%	5,022	429	2,494	235	8,179	-8.8%	-45.8%	16.9%	-71.1%	-11.5%
Road & Track	Hearst Magazines	2,775	567	1,890	51	5,284	2,871	743	2,127	6	5,747	-3.3%	-23.7%	-11.1%	708.8%	-8.1%	2,775	642	2,034	28	5,480	-3.3%	-20.3%	6.4%	1699.1%	-2.0%
Runner's World	Hearst Magazines	2,221	876	2,917	286	6,300	2,686	1,096	4,304	78	8,164	-17.3%	-20.1%	-32.2%	267.3%	-22.8%	2,221	832	2,448	299	5,800	-17.3%	-17.3%	-30.2%	376.7%	-20.2%
Saveur	Bonnier Corporation	621	694	1,773	86	3,174	763	444	928	19	2,154	-18.6%	56.3%	91.1%	352.6%	47.4%	624	658	1,636	54	2,971	-17.1%	42.2%	65.9%	270.7%	34.1%
Seventeen	Hearst Magazines	7,183	583	1,872	421	10,059	7,154	760	2,710	109	10,733	0.4%	-23.2%	-30.9%	285.0%	-6.3%	7,183	547	1,715	243	9,688	0.4%	-29.0%	-24.5%	137.4%	-5.9%
Shape	Meredith Corporation	5,384	2,146	5,110	57	12,697	5,890	2,715	5,498	176	14,279	-8.6%	-21.0%	-7.1%	-67.3%	-11.1%	5,384	2,547	5,266	102	13,299	-8.6%	-24.6%	-6.7%	-51.3%	-12.1%
Ski	Active Interest Media	1,331	8	-	-	1,339	1,389	11	20	-	1,420	-4.2%	-27.3%	-100.0%	-	-5.7%	1,331	10	-	-	1,341	-4.2%	-62.7%	#####	-	-9.3%
Smithsonian	Smithsonian Enterprises	7,538	1,754	4,045	125	13,462	7,253	1,291	3,288	237	12,069	3.9%	35.9%	23.0%	-47.3%	11.5%	7,538	1,884	4,498	31	13,951	3.9%	21.1%	15.7%	-83.8%	8.2%
Soap Opera Digest	American Media, Inc.	2,955	34	187	-	3,176	2,887	37	122	-	3,046	2.4%	-8.1%	53.3%	-	4.3%	2,955	35	152	-	3,142	2.4%	-26.6%	24.5%	-	2.8%
Southern Living	Meredith Corporation	15,932	1,481	4,682	278	22,373	15,855	1,751	4,366	214	22,186	0.5%	-15.4%	7.2%	29.4%	0.8%	15,932	1,484	4,513	232	22,162	0.5%	-9.0%	18.6%	32.1%	3.2%
Sports Illustrated	Meredith Corporation	17,643	3,157	10,394	1,068	32,262	18,599	3,262	10,758	2,086	34,704	-5.1%	-3.2%	-3.4%	-48.8%	-7.0%	17,643	4,193	13,080	2,068	36,984	-5.1%	16.0%	32.0%	-11.8%	7.3%
Star	American Media, Inc.	5,461	57	89	-	5,607	6,390	52	226	-	6,668	-14.5%	9.6%	-60.6%	-	-15.9%	5,461	41	95	-	5,597	-14.5%	11.3%	-54.4%	-	-15.6%
Street Rodder	TEN	2,222	92	74	14	2,402	2,421	104	125	8	2,658	-8.2%	-11.5%	-40.8%	75.0%	-9.6%	2,222	106	96	16	2,440	-8.2%	-2.3%	-20.9%	19.8%	-8.4%
Taste of Home	Trusted Media Brands	12,821	3,328	9,933	79	26,161	13,241	3,621	8,039	160	25,061	-3.2%	-8.1%	23.6%	-50.6%	4.4%	12,821	3,711	10,673	51	27,256	-3.2%	3.0%	46.0%	-14.0%	12.6%
Texas Monthly	GP TM Acquisition, LLC	2,384	260	446	-	3,090	2,088	199	577	-	2,864	14.2%	30.7%	-22.7%	-	7.9%	2,384	260	464	-	3,109	14.2%	20.8%	-23.4%	-	6.8%
The Atlantic	Atlantic Media	2,311	5,883	9,825	58	18,077	2,149	5,099	11,043	117	18,408	7.5%	15.4%	-11.0%	-50.4%	-1.8%	2,311	6,245	12,555	90	21,200	7.5%	6.0%	-7.7%	1.7%	-2.4%
The Economist	The Economist Group	2,580	1,626	1,719	-	5,925	2,631	1,866	2,161	91	6,749	-1.9%	-12.9%	-20.5%	-100.0%	-12.2%	2,580	1,643	1,693	1	5,918	-1.9%	-7.6%	-15.6%	-98.8%	-9.2%
The Family Handyman	Trusted Media Brands	4,937	1,515	3,387	84	9,923	4,761	1,738	2,940	-	9,439	3.7%	-12.8%	15.2%	+	5.1%	4,937	1,561	3,434	54	9,987	3.7%	-16.0%	43.8%	+	10.9%
The New Yorker	Condé Nast	5,327	3,634	9,525	2,259	20,745	4,858	3,703	8,640	2,060	19,261	9.7%	-1.9%	10.2%	9.7%	7.7%	5,327	3,628	8,561	2,196	19,712	9.7%	-6.3%	-18.6%	67.8%	-4.1%
This Old House	This Old House Ventures, LLC	6,810	1,043	2,258	556	10,667	5,949	898	1,716	408	8,971	14.5%	16.1%	31.6%	36.3%	18.9%	6,810	994	1,961	533	10,297	14.5%	0.6%	9.4%	378.0%	16.5%

Magazine Brand	Publishing Company	CURRENT MONTH - April 2018 (000)					YEAR AGO - April 2017 (000)					April 2018 vs. April 2017 (% change)					YTD AVERAGE - as of April 2018 (000)					YTD 2018 vs. YTD 2017 (% 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°
Time	Meredith Corporation	18,337	8,506	21,647	4,112	52,602	18,399	6,182	15,901	2,921	43,403	-0.3%	37.6%	36.1%	40.8%	21.2%	18,337	8,846	22,909	4,553	54,645	-0.3%	29.6%	15.9%	38.4%	13.2%
Town & Country	Hearst Magazines	3,355	1,227	4,834	253	9,669	3,197	454	1,539	330	5,521	4.9%	170.2%	214.0%	-23.2%	75.1%	3,355	975	3,892	360	8,582	4.9%	64.7%	188.4%	-59.8%	42.2%
Traditional Home	Meredith Corporation	4,339	66	76	-	4,481	4,284	22	71	-	4,377	1.3%	200.0%	7.7%	-	2.4%	4,339	63	81	-	4,483	1.3%	81.7%	4.7%	-	2.0%
Travel + Leisure	Meredith Corporation	6,921	1,511	4,011	246	12,689	6,583	1,691	4,258	419	12,952	5.1%	-10.7%	-5.8%	-41.3%	-2.0%	6,921	1,736	4,465	222	13,345	5.1%	-3.6%	-0.6%	-34.8%	1.0%
Us Weekly	American Media, Inc.	10,668	2,299	15,806	62	28,835	12,116	2,968	11,257	139	26,480	-12.0%	-22.5%	40.4%	-55.4%	8.9%	10,668	2,561	16,318	42	29,588	-12.0%	-34.2%	15.3%	-72.4%	-2.4%
Vanity Fair	Condé Nast	7,973	2,449	8,343	5,478	24,243	7,926	2,644	8,271	4,576	23,418	0.6%	-7.4%	0.9%	19.7%	3.5%	7,973	2,891	8,794	5,833	25,490	0.6%	-2.4%	-8.7%	25.6%	1.3%
Veranda	Hearst Magazines	1,301	36	177	-	1,514	1,228	17	46	-	1,291	5.9%	111.8%	283.3%	-	17.2%	1,301	14	109	7	1,430	5.9%	-77.0%	-4.6%	+	2.1%
Vogue	Condé Nast	11,273	1,248	3,578	3,788	19,887	11,659	1,390	3,246	2,269	18,564	-3.3%	-10.3%	10.3%	66.9%	7.1%	11,273	1,480	4,221	3,487	20,461	-3.3%	-10.6%	20.5%	80.0%	9.1%
W	Condé Nast	1,066	418	1,478	1,115	4,077	1,075	295	787	409	2,566	-0.8%	41.7%	87.8%	172.6%	58.9%	879	531	1,586	897	3,892	-2.8%	95.5%	122.8%	28.4%	50.5%
WebMD Magazine	WebMD, LLC	12,112	12,208	35,206	63	59,589	11,017	13,904	34,270	10	59,201	9.9%	-12.2%	2.7%	530.0%	0.7%	12,112	12,829	36,751	24	61,716	9.9%	-11.4%	7.5%	-1.0%	3.4%
Wired	Condé Nast	3,622	3,245	5,191	3,496	15,553	3,013	3,453	6,207	2,193	14,866	20.2%	-6.0%	-16.4%	59.4%	4.6%	3,622	3,623	6,294	3,920	17,459	20.2%	5.0%	-3.0%	61.8%	13.6%
Woman's Day	Hearst Magazines	15,503	554	1,907	6	17,970	16,531	776	2,696	472	20,475	-6.2%	-28.7%	-29.3%	-98.7%	-12.2%	15,503	578	1,771	61	17,913	-6.2%	-39.1%	-43.2%	-66.7%	-13.8%
Women's Health	Hearst Magazines	11,950	1,485	6,129	454	20,018	11,341	1,612	6,549	246	19,748	5.4%	-7.9%	-6.4%	84.9%	1.4%	11,950	1,344	5,639	492	19,425	5.4%	-24.5%	-9.8%	198.8%	-0.6%
Yoga Journal	Active Interest Media	1,899	246	488	-	2,633	1,966	211	239	-	2,416	-3.4%	16.6%	104.2%	-	9.0%	1,899	260	528	-	2,686	-3.4%	-20.9%	135.9%	-	6.7%
Total (000)		881,090	189,532	554,457	79,606	1,704,685	896,297	198,939	504,418	62,912	1,662,566	-1.7%	-4.7%	9.9%	26.5%	2.5%	880,790	198,160	555,586	82,491	1,717,026	-1.7%	-6.4%	6.8%	20.5%	1.2%
Share by Platform (%)		51.7%	11.1%	32.5%	4.7%	100.0%	53.9%	12.0%	30.3%	3.8%	100.0%						51.3%	11.5%	32.4%	4.8%	100.0%					

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.

SOURCES:

- Current Month**
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Spring 2018 and Spring 2017 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; April 2018 and April 2017; U.S.
- Mobile Web: comScore Mobile Metrix; April 2018 and April 2017; U.S.
- Video: comScore Video Metrix; April 2018 and April 2017; U.S.

- Year to Date**
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 and Spring 2018 and 2017 (all data for Ipsos Fall 2016 and Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; January 2018-April 2018 and January 2017-April 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-April 2018 and January 2017-April 2017; U.S.
- Video: comScore Video Metrix; January 2018-April 2018 and January 2017-April 2017; 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 + digital editions net audience
- 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 119 magazine media brands from 27 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 November 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.