

Magazine Brand	Publishing Company	CURRENT MONTH - August 2018 (000)					YEAR AGO - August 2017 (000)					August 2018 vs. August 2017 (% change)					YTD AVERAGE - as of August 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°
AARP	AARP Media	38,878	2,960	6,253	33	48,124	38,717	4,056	3,979	16	46,768	0.4%	-27.0%	57.2%	106.3%	2.9%	38,718	3,288	6,304	18	48,328	1.6%	-10.7%	88.2%	-23.0%	7.0%
AFAR	AFAR Media	783	140	292	-	1,215	568	128	166	-	862	37.9%	9.4%	75.9%	-	41.0%	744	99	316	-	1,159	34.3%	5.1%	37.9%	-100.0%	32.0%
Allrecipes	Meredith Corporation	7,999	8,362	31,145	2,733	50,240	7,833	10,067	29,389	3,185	50,474	2.1%	-16.9%	6.0%	-14.2%	-0.5%	7,903	8,730	29,458	1,540	47,631	-1.4%	-26.0%	-5.2%	-23.8%	-10.0%
Allure	Condé Nast	5,331	1,210	5,726	4,419	16,686	5,563	1,327	3,908	2,917	13,715	-4.2%	-8.8%	46.5%	51.5%	21.7%	5,490	1,312	5,091	2,606	14,498	-6.9%	13.2%	3.4%	21.7%	2.7%
Architectural Digest	Condé Nast	3,133	580	1,679	1,627	7,019	4,645	506	1,177	641	6,969	-32.6%	14.6%	42.7%	153.8%	0.7%	3,590	626	1,451	965	6,631	-19.3%	35.7%	34.6%	232.1%	5.6%
Automobile	Motor Trend Group/ TEN Publishing	3,214	159	173	-	3,546	3,693	211	208	-	4,112	-13.0%	-24.6%	-16.8%	-	-13.8%	3,255	202	175	-	3,631	-7.0%	-23.0%	-16.5%	-100.0%	-8.6%
Backpacker	Active Interest Media	1,335	227	485	-	2,047	1,455	267	242	-	1,964	-8.2%	-15.0%	100.4%	-	4.2%	1,410	210	363	-	1,983	3.9%	-10.7%	65.9%	-100.0%	9.3%
Better Homes and Gardens	Meredith Corporation	33,016	1,803	5,374	132	40,325	37,864	4,674	4,476	506	47,520	-12.8%	-61.4%	20.1%	-74.0%	-15.1%	34,670	2,881	5,665	244	43,459	-7.3%	-39.2%	13.8%	-50.1%	-8.7%
Bicycling	Hearst Magazines	1,241	265	981	-	2,487	1,397	353	925	135	2,810	-11.2%	-24.9%	6.1%	-100.0%	-11.5%	1,288	301	695	12	2,296	-14.9%	-21.0%	-20.9%	-78.1%	-18.8%
Birds & Blooms	Trusted Media Brands	5,299	107	254	-	5,660	5,297	88	226	-	5,611	0.0%	22.0%	12.4%	-	0.9%	5,138	145	313	-	5,596	-5.3%	-9.4%	-7.6%	-	-5.5%
Bon Appétit/Epicurious	Condé Nast	6,503	1,475	4,957	8,217	21,152	7,252	1,119	2,747	1,813	12,931	-10.3%	31.8%	80.5%	353.2%	63.6%	6,548	3,063	9,623	4,678	23,912	-6.7%	-12.8%	4.2%	120.8%	9.3%
Brides	Condé Nast	5,036	788	2,729	2,160	10,713	5,261	959	1,303	714	8,237	-4.3%	-17.8%	109.5%	202.5%	30.1%	5,237	899	2,332	1,495	9,963	2.9%	-1.4%	65.4%	158.3%	24.7%
Car and Driver	Hearst Magazines	8,241	1,708	4,878	178	15,005	9,507	2,176	4,929	126	16,739	-13.3%	-21.5%	-1.0%	40.6%	-10.4%	8,477	1,865	5,266	85	15,693	-10.6%	-17.6%	5.4%	-0.6%	-6.7%
Car Craft	Motor Trend Group/ TEN Publishing	2,325	35	53	11	2,424	2,139	40	41	9	2,229	8.7%	-11.3%	29.3%	22.2%	8.8%	2,274	41	42	8	2,364	5.0%	-7.8%	-14.5%	11.2%	4.3%
Coastal Living	Meredith Corporation	4,173	159	1,201	-	5,533	4,986	228	793	-	6,007	-16.3%	-30.0%	51.4%	-	-7.9%	4,398	217	1,009	7	5,630	-4.3%	-9.4%	60.5%	+	3.0%
Condé Nast Traveler	Condé Nast	3,291	771	3,092	4,647	11,801	3,527	607	1,475	2,731	8,340	-6.7%	27.0%	109.5%	70.2%	41.5%	3,382	877	2,944	2,073	9,276	-2.0%	-2.2%	-0.8%	28.9%	3.9%
Cooking Light	Meredith Corporation	8,785	775	2,654	157	12,371	9,839	914	1,810	248	12,810	-10.7%	-15.2%	46.7%	-36.7%	-3.4%	9,277	847	2,462	108	12,695	-9.1%	-2.4%	23.8%	28.6%	-3.5%
Cosmopolitan	Hearst Magazines	14,847	2,442	16,484	3,822	37,596	16,631	2,261	14,237	1,340	34,468	-10.7%	8.0%	15.8%	185.3%	9.1%	15,503	2,473	15,551	2,208	35,734	-8.2%	2.3%	26.3%	107.1%	9.4%
Country Living	Hearst Magazines	12,048	1,712	9,410	878	24,049	12,155	2,897	9,273	1,227	25,551	-0.9%	-40.9%	1.5%	-28.4%	-5.9%	11,923	1,978	9,492	527	23,920	0.1%	-24.9%	10.1%	-51.0%	-1.3%
Departures	Meredith Corporation	6,496	-	186	-	6,682	6,436	28	55	-	6,519	0.9%	-100.0%	235.2%	-	2.5%	6,481	40	133	-	6,655	2.1%	-5.5%	170.6%	-	3.3%
Diabetic Living	Meredith Corporation	6,226	44	120	-	6,390	6,662	145	294	-	7,101	-6.5%	-69.6%	-59.1%	-	-10.0%	6,608	107	274	-	6,988	6.3%	-16.4%	2.4%	-	5.7%
Discover	Kalmbach Media Media Publishing Co.	2,155	149	640	-	2,944	2,199	165	38	-	2,402	-2.0%	-9.7%	1584.2%	-	22.6%	2,152	160	286	-	2,597	1.2%	-14.4%	59.0%	-	4.2%
domino	Domino Media Group, Inc.	1,196	206	3,359	-	4,761	1,195	251	1,106	-	2,552	0.1%	-17.9%	203.7%	-	86.6%	1,195	206	1,250	-	2,651	4.2%	35.7%	53.2%	-	25.4%
EatingWell	Meredith Corporation	6,031	954	2,729	95	9,809	6,560	6,043	2,108	89	14,801	-8.1%	-84.2%	29.4%	6.9%	-33.7%	6,417	1,184	2,796	45	10,441	1.7%	-45.8%	11.1%	-42.2%	-5.8%
Elle	Hearst Magazines	4,645	1,279	9,744	2,258	17,926	4,662	1,742	6,439	1,246	14,090	-0.4%	-26.6%	51.3%	81.2%	27.2%	4,608	1,453	8,637	1,146	15,844	-9.1%	-22.9%	38.1%	-5.6%	9.9%
Elle Decor	Hearst Magazines	1,933	387	1,330	108	3,758	2,191	365	914	192	3,663	-11.8%	5.9%	45.5%	-44.1%	2.6%	2,082	364	1,396	187	4,029	-2.0%	2.7%	78.2%	-51.2%	10.5%
Entertainment Weekly	Meredith Corporation	8,713	2,254	12,019	1,082	24,068	10,168	4,026	14,317	4,728	33,239	-14.3%	-44.0%	-16.0%	-77.1%	-27.6%	9,037	3,019	13,181	1,669	26,905	-10.1%	-19.3%	-0.6%	-36.2%	-9.3%
Entrepreneur	Entrepreneur Media	2,957	2,009	3,368	34,396	42,730	3,032	1,765	2,590	814	8,201	-2.5%	13.8%	30.0%	4125.6%	421.0%	3,053	2,287	2,917	8,711	16,969	0.2%	-23.1%	8.1%	70.9%	22.8%
ESPN The Magazine	ESPN, Inc.	16,672	17,801	39,710	26,074	100,257	18,519	21,787	48,547	24,667	113,520	-10.0%	-18.3%	-18.2%	5.7%	-11.7%	17,066	20,378	41,300	15,634	94,377	-7.5%	-1.8%	-9.2%	20.3%	-3.4%

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Esquire	Hearst Magazines	2,741	1,743	6,742	892	12,118	3,471	2,081	6,362	266	12,180	-21.0%	-16.2%	6.0%	235.1%	-0.5%	2,880	1,639	6,793	448	11,761	-15.1%	-11.3%	24.6%	55.1%	7.1%
Family Circle	Meredith Corporation	11,834	130	180	-	12,143	14,566	494	168	-	15,228	-18.8%	-73.7%	6.9%	-	-20.3%	12,291	148	191	-	12,629	-18.9%	-58.1%	-3.9%	-	-19.6%
Fast Company	Mansueto Ventures	2,245	2,393	3,820	31	8,489	2,103	2,293	3,676	49	8,121	6.8%	4.4%	3.9%	-36.7%	4.5%	2,121	2,191	3,646	24	7,982	-2.1%	3.9%	-1.9%	-25.4%	-0.5%
Field & Stream	Bonnier Corporation	8,944	357	1,299	-	10,600	9,658	420	1,455	43	11,576	-7.4%	-15.0%	-10.7%	-100.0%	-8.4%	8,997	467	1,319	7	10,790	-5.0%	10.6%	-3.3%	-50.2%	-4.3%
Food & Wine	Meredith Corporation	7,052	1,315	4,758	192	13,318	8,291	1,306	4,319	225	14,141	-14.9%	0.7%	10.2%	-14.3%	-5.8%	7,242	1,377	4,518	191	13,328	-11.9%	3.6%	22.8%	-0.8%	-0.7%
Food Network Magazine	Hearst Magazines	13,389	698	2,728	184	16,998	13,369	814	2,592	167	16,943	0.1%	-14.3%	5.2%	10.0%	0.3%	13,146	814	2,888	117	16,965	-3.5%	-9.7%	-0.5%	-10.5%	-3.4%
Fortune	Meredith Corporation	2,607	2,343	7,217	1,167	13,334	3,899	3,249	8,629	1,707	17,484	-33.1%	-27.9%	-16.4%	-31.6%	-23.7%	2,949	3,016	7,823	1,358	15,146	-22.1%	-5.0%	10.1%	8.9%	-1.1%
Four Wheeler Group	Motor Trend Group/ TEN Publishing	4,902	79	225	-	5,206	5,462	96	152	-	5,710	-10.3%	-18.4%	48.0%	-	-8.8%	5,175	92	233	5	5,504	13.2%	-4.8%	14.2%	260.0%	13.0%
Game & Fish	Outdoor Sportsman Group	5,177	92	266	-	5,535	6,237	107	314	-	6,658	-17.0%	-14.0%	-15.3%	-	-16.9%	5,744	107	296	4	6,150	-10.1%	-13.3%	-8.4%	-50.9%	-10.1%
Glamour	Condé Nast	8,676	1,006	4,745	7,006	21,433	10,195	1,305	5,725	2,953	20,178	-14.9%	-22.9%	-17.1%	137.3%	6.2%	9,261	1,175	4,625	3,610	18,671	-10.4%	-19.4%	-20.9%	60.3%	-6.2%
Golf Digest	Condé Nast	4,679	827	3,949	3,938	13,393	4,907	640	2,503	3,787	11,837	-4.6%	29.2%	57.8%	4.0%	13.2%	4,682	793	2,988	2,228	10,691	-6.7%	13.5%	34.4%	66.1%	15.2%
Good Housekeeping	Hearst Magazines	18,639	2,985	14,807	1,766	38,197	19,869	2,645	8,027	426	30,967	-6.2%	12.9%	84.5%	314.2%	23.3%	19,045	2,769	13,104	1,223	36,142	-3.2%	-6.2%	73.5%	306.4%	18.6%
GQ	Condé Nast	6,104	992	5,547	9,042	21,685	6,415	1,264	4,182	5,580	17,441	-4.8%	-21.5%	32.7%	62.0%	24.3%	6,063	1,246	5,434	5,835	18,579	-5.5%	-24.5%	-16.9%	70.6%	3.1%
Guns & Ammo	Outdoor Sportsman Group	11,285	103	211	-	11,599	11,302	160	316	-	11,778	-0.2%	-35.6%	-33.2%	-	-1.5%	11,480	135	316	-	11,930	2.5%	-28.5%	-9.2%	-100.0%	1.6%
Harper's Bazaar	Hearst Magazines	3,070	1,351	9,648	2,187	16,256	2,679	1,044	4,486	1,043	9,252	14.6%	29.4%	115.1%	109.7%	75.7%	3,050	1,294	9,871	1,224	15,439	6.1%	14.5%	148.3%	-17.4%	63.2%
Health	Meredith Corporation	8,506	1,306	4,929	433	15,174	9,507	1,602	5,230	260	16,599	-10.5%	-18.5%	-5.8%	66.4%	-8.6%	8,900	1,562	5,600	384	16,445	-3.4%	-14.0%	-3.6%	58.1%	-3.7%
HGTV Magazine	Hearst Magazines	10,947	131	320	22	11,419	9,847	163	295	35	10,339	11.2%	-19.4%	8.5%	-38.3%	10.4%	10,665	166	374	66	11,271	10.5%	-1.6%	9.7%	-35.3%	9.8%
Hot Rod	Motor Trend Group/ TEN Publishing	5,363	135	201	43	5,742	5,485	152	157	34	5,828	-2.2%	-11.3%	28.0%	26.5%	-1.5%	5,386	156	160	28	5,730	-2.6%	-7.9%	-14.8%	6.6%	-3.1%
House Beautiful	Hearst Magazines	4,976	526	4,228	375	10,104	6,022	757	2,556	210	9,546	-17.4%	-30.5%	65.4%	78.2%	5.9%	5,132	547	3,175	216	9,071	-15.2%	-39.3%	59.9%	161.8%	0.6%
In-Fisherman	Outdoor Sportsman Group	3,363	58	115	-	3,536	4,069	36	-	-	4,105	-17.4%	61.1%	+	-	-13.9%	3,633	60	81	-	3,774	-9.3%	44.6%	518.1%	-100.0%	-7.1%
InStyle	Meredith Corporation	7,556	916	5,461	276	14,209	8,454	1,330	3,209	267	13,261	-10.6%	-31.1%	70.2%	3.1%	7.1%	7,856	1,132	4,281	256	13,524	-10.2%	-14.0%	32.8%	29.7%	0.3%
Kraft Food & Family	Meredith Corporation	2,250	1,345	5,975	-	9,571	2,250	1,649	4,245	69	8,213	0.0%	-18.4%	40.8%	-100.0%	16.5%	2,250	1,292	4,901	2	8,445	0.0%	-25.2%	4.7%	-97.0%	-3.3%
Marie Claire	Hearst Magazines	2,936	969	7,093	1,211	12,208	3,091	1,340	5,155	1,006	10,593	-5.0%	-27.7%	37.6%	20.3%	15.3%	2,937	986	6,739	857	11,520	-8.9%	-16.2%	94.3%	-58.6%	15.9%
Martha Stewart Living	Meredith Corporation	7,446	1,777	5,054	651	14,927	8,257	2,113	4,690	631	15,690	-9.8%	-15.9%	7.8%	3.3%	-4.9%	7,586	2,071	5,300	624	15,580	-9.6%	-11.8%	7.1%	-6.6%	-4.7%
Men's Health	Hearst Magazines	12,000	1,205	6,734	45	19,984	13,798	1,441	6,154	755	22,148	-13.0%	-16.4%	9.4%	-94.0%	-9.8%	12,696	1,186	5,472	162	19,516	-7.2%	-18.1%	-3.4%	-58.7%	-7.9%
Men's Journal	American Media, Inc.	5,000	953	3,897	9	9,859	2,635	388	1,032	-	4,055	89.8%	145.7%	277.6%	+	143.1%	3,113	647	2,722	44	6,526	15.5%	30.0%	100.2%	+	43.4%
Midwest Living	Meredith Corporation	2,586	255	571	-	3,412	2,939	269	569	-	3,778	-12.0%	-5.4%	0.3%	-	-9.7%	2,624	260	575	-	3,458	-15.2%	-14.4%	2.0%	-	-12.7%
Money	Meredith Corporation	5,552	1,672	5,726	44	12,994	6,166	1,542	2,347	81	10,135	-10.0%	8.4%	144.0%	-45.3%	28.2%	5,683	1,967	6,232	55	13,937	-6.4%	32.1%	80.9%	84.6%	26.3%
Mother Earth News	Ogden Publications	2,721	163	738	-	3,622	2,766	358	1,106	-	4,230	-1.6%	-54.5%	-33.3%	-	-14.4%	2,696	198	683	-	3,577	-1.4%	-44.3%	-11.5%	-	-7.4%
Motor Trend	Motor Trend Group/ TEN Publishing	6,442	1,299	2,996	1,094	11,831	7,162	1,401	1,681	2,024	12,268	-10.1%	-7.3%	78.2%	-45.9%	-3.6%	6,504	1,335	2,133	602	10,574	-7.6%	-3.9%	34.7%	-38.9%	-3.9%
Motorcyclist	Bonnier Corporation	2,847	148	173	-	3,168	1,378	134	158	-	1,670	106.6%	10.4%	9.0%	-	89.6%	2,388	207	273	15	2,883	71.4%	119.5%	88.0%	5750.0%	76.5%
Muscle & Fitness	American Media, Inc.	5,855	425	1,519	2	7,801	6,330	507	1,628	110	8,574	-7.5%	-16.1%	-6.7%	-98.2%	-9.0%	6,153	534	1,632	11	8,329	-3.6%	-9.4%	-17.4%	-80.2%	-7.5%

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National Enquirer	American Media, Inc.	5,490	166	474	-	6,131	6,578	229	472	-	7,279	-16.5%	-27.3%	0.5%	-	-15.8%	5,483	152	387	5	6,026	-19.0%	-31.2%	-20.6%	17.1%	-19.5%
National Geographic	National Geographic Partners	31,680	1,825	3,296	109	36,910	32,312	2,800	5,230	86	40,428	-2.0%	-34.8%	-37.0%	26.7%	-8.7%	31,953	2,895	4,409	170	39,427	1.3%	-19.6%	-19.6%	-40.3%	-3.6%
National Geographic Kids	National Geographic Partners	6,870	140	253	8	7,271	6,858	215	401	7	7,481	0.2%	-34.9%	-36.9%	14.3%	-2.8%	6,985	222	338	13	7,558	0.9%	-19.7%	-19.6%	-40.8%	-1.1%
National Geographic Traveler	National Geographic Partners	11,195	187	338	11	11,731	11,922	287	537	9	12,755	-6.1%	-34.8%	-37.1%	22.2%	-8.0%	11,678	297	452	17	12,445	1.3%	-19.7%	-19.6%	-40.6%	-0.4%
New York Magazine	New York Media	3,121	5,859	21,954	254	31,188	3,104	5,014	16,090	334	24,542	0.5%	16.9%	36.4%	-24.0%	27.1%	3,206	6,634	22,485	271	32,596	14.1%	29.9%	38.0%	-36.4%	32.3%
O, The Oprah Magazine	Hearst Magazines	10,398	492	983	51	11,924	9,635	815	1,241	3,200	14,890	7.9%	-39.6%	-20.8%	-98.4%	-19.9%	10,195	689	1,302	47	12,233	6.3%	-9.8%	-0.6%	-97.1%	-7.6%
OK! Magazine	American Media, Inc.	3,646	269	4,356	-	8,271	4,708	289	2,205	-	7,202	-22.6%	-6.9%	97.5%	-	14.8%	3,867	231	2,814	-	6,911	-19.8%	-51.9%	38.9%	-100.0%	-5.8%
Outdoor Life	Bonnier Corporation	6,058	280	1,138	-	7,476	5,908	318	1,000	-	7,226	2.5%	-11.9%	13.8%	-	3.5%	6,276	480	982	44	7,781	5.6%	69.1%	30.8%	1430.4%	11.5%
Outside	Mariah Media	2,687	527	2,410	-	5,624	2,513	564	1,369	-	4,446	6.9%	-6.6%	76.0%	-	26.5%	2,747	546	1,976	-	5,270	14.4%	-15.5%	27.7%	-	14.7%
Parents	Meredith Corporation	10,305	1,181	4,556	133	16,175	12,193	1,638	5,358	295	19,483	-15.5%	-27.9%	-15.0%	-54.9%	-17.0%	11,083	1,238	4,778	138	17,238	-8.6%	-26.7%	-22.5%	-30.7%	-14.6%
People	Meredith Corporation	36,859	6,504	39,120	4,883	87,365	41,863	6,190	26,167	8,994	83,215	-12.0%	5.1%	49.5%	-45.7%	5.0%	38,000	6,879	36,669	5,500	87,048	-9.9%	16.0%	41.6%	-1.3%	9.4%
People en Español	Meredith Corporation	6,853	64	1,042	216	8,175	6,821	93	906	277	8,097	0.5%	-30.9%	15.0%	-22.1%	1.0%	6,910	72	974	61	8,017	-0.4%	-32.3%	11.1%	-35.0%	0.1%
Petersen's Hunting	Outdoor Sportsman Group	4,360	-	51	-	4,411	4,361	-	54	-	4,415	0.0%	-	-5.6%	-	-0.1%	4,407	14	57	-	4,477	0.2%	10.9%	11.8%	-100.0%	0.3%
Popular Mechanics	Hearst Magazines	6,899	1,530	4,222	791	13,442	7,680	1,835	4,370	39	13,924	-10.2%	-16.6%	-3.4%	1932.9%	-3.5%	7,107	1,587	4,330	510	13,534	-4.5%	-21.2%	13.6%	615.4%	1.5%
Popular Science	Bonnier Corporation	8,197	791	2,527	-	11,515	9,072	1,033	2,222	87	12,414	-9.6%	-23.4%	13.7%	-100.0%	-7.2%	8,489	1,239	2,992	64	12,783	2.0%	8.5%	77.4%	40.2%	14.2%
Prevention	Hearst Magazines	5,444	798	3,402	15	9,660	6,672	1,892	5,411	582	14,558	-18.4%	-57.8%	-37.1%	-97.4%	-33.6%	5,982	1,378	5,548	305	13,213	-10.3%	-27.9%	5.9%	22.8%	-6.1%
Rachael Ray Every Day	Meredith Corporation	5,812	134	434	-	6,380	5,645	163	353	-	6,161	3.0%	-17.5%	22.8%	-	3.6%	5,877	132	448	-	6,457	0.2%	-20.2%	24.9%	-	1.1%
Reader's Digest	Trusted Media Brands	18,300	2,129	6,057	158	26,644	18,653	2,483	4,380	176	25,692	-1.9%	-14.2%	38.3%	-10.2%	3.7%	18,099	2,273	5,879	97	26,348	-4.6%	6.2%	75.4%	27.2%	7.4%
Real Simple	Meredith Corporation	7,348	1,414	4,535	210	13,508	7,245	1,770	4,678	310	14,003	1.4%	-20.1%	-3.1%	-32.1%	-3.5%	7,210	1,581	4,500	283	13,574	-1.8%	-24.4%	-15.4%	-0.6%	-9.7%
Redbook	Hearst Magazines	4,876	430	2,478	1,119	8,904	5,443	373	1,470	140	7,427	-10.4%	15.1%	68.5%	698.4%	19.9%	4,949	415	2,801	395	8,560	-9.6%	-33.3%	48.5%	-25.0%	0.6%
Road & Track	Hearst Magazines	2,918	551	1,905	219	5,593	3,131	655	1,803	-	5,589	-6.8%	-15.8%	5.6%	+	0.1%	2,847	589	2,117	61	5,613	-5.1%	-20.3%	14.2%	4442.0%	0.3%
Runner's World	Hearst Magazines	2,240	710	2,914	-	5,863	2,374	893	3,207	344	6,819	-5.6%	-20.6%	-9.2%	-100.0%	-14.0%	2,231	779	2,575	173	5,758	-11.8%	-18.5%	-24.4%	19.4%	-18.2%
Saveur	Bonnier Corporation	621	1,193	1,380	100	3,295	763	391	788	21	1,962	-18.6%	205.1%	75.2%	381.8%	67.9%	622	1,035	1,638	115	3,410	-17.9%	138.0%	79.2%	411.2%	60.2%
Seventeen	Hearst Magazines	6,745	498	1,614	1,204	10,061	6,982	563	1,865	633	10,044	-3.4%	-11.6%	-13.5%	90.0%	0.2%	6,964	547	1,803	429	9,742	-1.5%	-21.3%	-16.9%	67.4%	-4.4%
Shape	Meredith Corporation	4,521	1,517	4,954	95	11,087	5,675	2,353	3,447	243	11,718	-20.3%	-35.5%	43.7%	-60.9%	-5.4%	4,953	2,245	5,321	100	12,619	-14.4%	-23.5%	8.3%	-43.0%	-8.6%
Ski	Active Interest Media	1,116	-	-	-	1,116	1,331	-	-	-	1,331	-16.2%	-	-	-	-16.2%	1,250	5	-	-	1,256	-8.5%	-68.8%	#####	-	-11.3%
Smithsonian	Smithsonian Enterprises	7,283	1,260	3,046	-	11,589	7,598	1,108	3,551	103	12,360	-4.1%	13.7%	-14.2%	-100.0%	-6.2%	7,411	1,582	3,800	24	12,816	-0.2%	16.9%	-2.2%	-84.3%	0.0%
Southern Living	Meredith Corporation	15,462	1,456	5,501	17	22,436	17,007	1,645	4,313	284	23,249	-9.1%	-11.5%	27.5%	-94.2%	-3.5%	15,697	1,454	4,994	191	22,336	-4.5%	-12.4%	29.0%	-11.6%	0.7%
Sports Illustrated	Meredith Corporation	17,306	2,637	8,674	1,526	30,143	17,961	3,336	12,891	3,873	38,061	-3.6%	-20.9%	-32.7%	-60.6%	-20.8%	17,475	3,359	11,190	1,952	33,975	-4.4%	4.1%	11.1%	-21.7%	-0.3%
Star	American Media, Inc.	5,125	31	124	-	5,279	6,315	27	97	-	6,439	-18.8%	14.8%	26.8%	-	-18.0%	5,293	41	100	-	5,434	-16.7%	35.2%	-46.2%	-100.0%	-17.3%
Street Rodder	Motor Trend Group/ TEN Publishing	2,199	80	120	26	2,425	2,442	91	93	21	2,647	-10.0%	-11.3%	29.0%	23.8%	-8.4%	2,211	93	95	18	2,416	-9.1%	-7.7%	-14.9%	11.2%	-9.2%
Taste of Home	Trusted Media Brands	12,836	3,673	10,624	168	27,301	12,609	3,039	6,833	266	22,747	1.8%	20.9%	55.5%	-36.8%	20.0%	12,808	3,500	10,331	163	26,801	-1.2%	4.0%	49.0%	1.6%	14.5%

Magazine Brand	Publishing Company	CURRENT MONTH - August 2018 (000)					YEAR AGO - August 2017 (000)					August 2018 vs. August 2017 (% change)					YTD AVERAGE - as of August 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°
The Atlantic	Atlantic Media	2,234	4,780	13,052	104	20,170	2,287	5,911	16,954	273	25,425	-2.3%	-19.1%	-23.0%	-61.9%	-20.7%	2,273	5,507	12,072	88	19,938	2.5%	-2.6%	-14.9%	-39.0%	-10.2%
The Economist	The Economist Group	2,601	1,057	1,370	-	5,028	2,650	1,596	2,413	-	6,659	-1.8%	-33.8%	-43.2%	-	-24.5%	2,578	1,394	1,522	1	5,496	-2.8%	-24.5%	-26.6%	-99.0%	-17.2%
The Family Handyman	Trusted Media Brands	4,940	1,761	4,287	112	11,100	4,879	1,607	1,822	76	8,384	1.3%	9.6%	135.4%	47.4%	32.4%	4,919	1,582	3,791	76	10,368	1.4%	-14.6%	47.0%	185.0%	11.4%
The New Yorker	Condé Nast	4,695	2,794	8,059	4,891	20,439	5,503	2,160	2,816	871	11,350	-14.7%	29.4%	186.1%	461.5%	80.1%	5,011	3,253	8,538	2,908	19,710	-3.3%	-0.7%	0.6%	137.4%	8.5%
This Old House	This Old House Ventures, LLC	7,068	992	2,425	788	11,273	6,030	896	1,497	580	9,003	17.2%	10.7%	62.0%	35.9%	25.2%	6,939	1,001	2,243	591	10,774	15.8%	3.0%	28.5%	52.7%	18.5%
Time	Meredith Corporation	17,967	4,464	16,819	3,017	42,266	18,824	8,624	33,307	8,776	69,531	-4.6%	-48.2%	-49.5%	-65.6%	-39.2%	18,152	7,060	20,655	4,353	50,221	-2.5%	7.5%	0.3%	0.7%	0.2%
Town & Country	Hearst Magazines	3,308	920	4,466	757	9,452	3,201	502	1,555	743	6,002	3.3%	83.3%	187.2%	1.9%	57.5%	3,332	1,123	5,364	442	10,261	4.1%	110.7%	294.4%	-44.6%	74.2%
Traditional Home	Meredith Corporation	3,810	-	91	-	3,901	4,803	30	64	-	4,897	-20.7%	-100.0%	41.9%	-	-20.3%	4,075	37	85	-	4,196	-10.3%	-15.8%	0.4%	-	-10.2%
Travel + Leisure	Meredith Corporation	6,594	1,549	5,751	269	14,163	6,774	1,507	4,465	194	12,939	-2.7%	2.7%	28.8%	39.0%	9.5%	6,758	1,640	4,936	251	13,584	1.2%	-3.0%	12.8%	-8.6%	4.3%
Us Weekly	American Media, Inc.	10,008	1,816	13,002	272	25,098	11,487	3,903	11,895	422	27,707	-12.9%	-53.5%	9.3%	-35.5%	-9.4%	10,338	2,295	15,673	145	28,450	-12.4%	-36.7%	23.1%	-22.3%	0.3%
Vanity Fair	Condé Nast	7,509	2,119	6,557	13,588	29,773	8,051	1,961	7,426	8,576	26,014	-6.7%	8.1%	-11.7%	58.4%	14.4%	7,741	2,489	8,039	7,571	25,840	-3.1%	-7.8%	-8.9%	52.8%	5.6%
Veranda	Hearst Magazines	1,066	-	46	-	1,112	1,527	-	98	-	1,625	-30.2%	-	-53.3%	-	-31.6%	1,184	15	76	4	1,278	-14.1%	-62.8%	-29.6%	2715.0%	-16.2%
Vogue	Condé Nast	10,812	1,341	5,191	11,998	29,342	11,929	1,418	5,316	5,953	24,616	-9.4%	-5.4%	-2.4%	101.5%	19.2%	11,043	1,405	4,446	6,022	22,915	-6.4%	-8.8%	16.5%	120.5%	15.3%
W	Condé Nast	1,010	506	1,220	1,370	4,106	1,066	330	971	952	3,319	-5.3%	53.3%	25.7%	43.9%	23.7%	951	452	1,390	1,067	3,861	-3.5%	42.3%	53.6%	48.8%	31.9%
WebMD Magazine	WebMD, LLC	9,921	12,183	36,947	152	59,203	13,994	12,712	33,715	410	60,831	-29.1%	-4.2%	9.6%	-62.9%	-2.7%	11,017	12,124	36,295	62	59,497	-7.8%	-11.7%	6.4%	-81.4%	-1.1%
Wired	Condé Nast	3,138	3,000	5,909	10,415	22,462	3,492	2,723	6,472	5,648	18,335	-10.1%	10.2%	-8.7%	84.4%	22.5%	3,380	3,366	6,367	5,192	18,305	3.9%	2.4%	-3.3%	60.7%	11.9%
Woman's Day	Hearst Magazines	15,020	514	1,704	58	17,296	15,990	665	1,854	13	18,521	-6.1%	-22.7%	-8.1%	363.6%	-6.6%	15,262	577	1,793	59	17,691	-6.1%	-29.0%	-31.7%	-37.5%	-10.6%
Women's Health	Hearst Magazines	11,350	1,500	8,678	18	21,547	11,796	1,581	6,235	656	20,267	-3.8%	-5.1%	39.2%	-97.2%	6.3%	11,650	1,405	7,027	258	20,340	0.7%	-16.1%	14.0%	-19.3%	3.1%
Yoga Journal	Active Interest Media	1,997	233	599	-	2,829	1,899	220	326	-	2,445	5.2%	5.9%	83.7%	-	15.7%	1,936	239	541	-	2,716	-0.3%	-16.9%	90.6%	-100.0%	8.0%
Total (000)		830,010	160,314	573,555	182,758	1,746,637	892,088	192,739	512,840	123,539	1,721,206	-7.0%	-16.8%	11.8%	47.9%	1.5%	847,029	181,971	574,036	103,796	#####	-4.4%	-8.5%	13.2%	25.7%	2.0%
Share by Platform (%)		48.5%	9.3%	33.5%	8.7%	100.0%	51.9%	11.1%	29.8%	7.2%	100.0%						49.9%	10.6%	33.8%	5.6%	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 Spring 2018 and Fall 2017, DoubleBase 2018 and 2017; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Spring 2018 and Spring 2017 (all data for Ipsos Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; August 2018 and August 2017; U.S.
- Mobile Web: comScore Mobile Metrix; August 2018 and August 2017; U.S.
- Video: comScore Video Metrix; August 2018 and August 2017; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2018, Spring 2017, Fall 2017 and Fall 2016, DoubleBase 2018, 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-August 2018 and January 2017-August 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-August 2018 and January 2017-August 2017; U.S.
- Video: comScore Video Metrix; January 2018-August 2018 and January 2017-August 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 Brand	Publishing Company	CURRENT MONTH - August 2018 (000)					YEAR AGO - August 2017 (000)					August 2018 vs. August 2017 (% change)					YTD AVERAGE - as of August 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°

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 112 magazine media brands from 25 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.