

MAGAZINE MEDIA 360°

Brand Audience Report

		Average CY 2017 (000)					Average CY 2016 (000)					Average CY 2017 vs. Average CY 2016 (change 000)					Average CY 2017 vs. Average CY 2016 (% change)				
Magazine Brand	Publishing Company	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	2,965	49	105	1	3,120	2,517	56	123	13	2,709	447	-7	-17	-12	411	17.8%	-12.7%	-14.2%	-89.2%	15.2%
AARP	AARP Media	38,285	3,656	4,383	18	46,343	36,590	3,762	4,332	126	44,810	1,695	-106	52	-108	1,533	4.6%	-2.8%	1.2%	-85.7%	3.4%
Allrecipes	Meredith Corporation	7,947	11,866	32,851	1,424	54,087	7,728	12,701	32,137	1,169	53,734	220	-835	714	255	354	2.8%	-6.6%	2.2%	21.8%	0.7%
Allure	Condé Nast	5,798	1,153	4,441	1,715	13,106	5,636	1,011	3,953	570	11,170	162	142	488	1,145	1,937	2.9%	14.1%	12.3%	201.0%	17.3%
Architectural Digest	Condé Nast	4,416	470	1,144	280	6,310	3,825	442	977	92	5,335	591	29	168	188	975	15.5%	6.5%	17.2%	204.7%	18.3%
Automobile	TEN	3,498	258	208	-	3,964	3,267	272	269	34	3,842	232	-14	-62	-34	122	7.1%	-5.1%	-22.8%	-100.0%	3.2%
Backpacker	Active Interest Media	1,390	221	242	-	1,852	1,239	163	143	-	1,545	150	58	99	-	307	12.1%	35.4%	69.2%	-	19.9%
Better Homes and Gardens	Meredith Corporation	37,303	4,670	5,048	463	47,484	37,023	4,087	6,300	347	47,758	280	583	-1,252	116	-273	0.8%	14.3%	-19.9%	33.3%	-0.6%
Bicycling	Rodale Inc.	1,464	348	800	11	2,623	1,590	373	809	-	2,773	-126	-25	-9	11	-150	-7.9%	-6.7%	-1.2%	+	-5.4%
Birds & Blooms	Trusted Media Brands	5,399	142	276	-	5,818	5,155	136	212	-	5,504	244	6	64	-	314	4.7%	4.4%	30.1%	-	5.7%
Bon Appétit/Epicurious	Condé Nast	7,018	3,737	10,163	2,756	23,674	6,675	4,883	11,201	1,934	24,693	343	-1,147	-1,038	822	-1,020	5.1%	-23.5%	-9.3%	42.5%	-4.1%
Brides	Condé Nast	5,177	854	1,485	676	8,192	4,665	852	1,725	191	7,434	512	2	-240	485	758	11.0%	0.2%	-13.9%	253.6%	10.2%
Car and Driver	Hearst Magazines	9,356	2,174	4,941	53	16,524	8,687	2,600	4,782	121	16,190	669	-427	159	-68	334	7.7%	-16.4%	3.3%	-56.0%	2.1%
Car Craft	TEN	2,171	44	46	6	2,267	1,981	50	76	17	2,124	189	-6	-30	-11	142	9.6%	-12.2%	-39.3%	-64.6%	6.7%
Coastal Living	Time Inc.	4,665	236	719	-	5,621	3,992	257	566	-	4,815	674	-21	153	-	806	16.9%	-8.0%	27.1%	-	16.7%
Condé Nast Traveler	Condé Nast	3,468	842	2,867	1,435	8,612	3,284	872	2,833	191	7,180	184	-30	34	1,244	1,431	5.6%	-3.4%	1.2%	650.2%	19.9%
Cooking Light	Time Inc.	10,074	901	2,073	73	13,121	10,924	1,318	3,142	18	15,401	-850	-417	-1,068	55	-2,281	-7.8%	-31.7%	-34.0%	314.6%	-14.8%
Cosmopolitan	Hearst Magazines	16,720	2,378	12,689	894	32,680	15,938	3,109	13,065	1,060	33,173	781	-732	-376	-166	-493	4.9%	-23.5%	-2.9%	-15.7%	-1.5%
Country Living	Hearst Magazines	11,930	2,669	8,972	929	24,499	11,723	2,695	7,945	258	22,622	207	-26	1,026	671	1,877	1.8%	-1.0%	12.9%	259.6%	8.3%
Cycle World	Bonnier Corporation	1,655	236	395	-	2,286	1,991	187	321	-	2,499	-335	49	73	-	-213	-16.8%	26.2%	22.8%	-	-8.5%
Departures	Time Inc.	6,436	51	53	-	6,540	6,094	156	44	-	6,294	342	-106	9	-	246	5.6%	-67.6%	20.8%	-	3.9%
Diabetic Living	Meredith Corporation	6,664	131	268	-	7,063	6,141	138	233	-	6,513	523	-7	35	-	550	8.5%	-5.2%	14.9%	-	8.4%
Dirt Rider	Bonnier Corporation	1,356	100	119	-	1,575	1,383	53	85	-	1,522	-27	47	34	-	53	-2.0%	87.5%	39.6%	-	3.5%
Discover	Kalmbach Publishing Co.	2,231	194	161	-	2,585	1,928	217	159	-	2,303	303	-23	2	-	282	15.7%	-10.6%	0.9%	-	12.2%
domino	Domino Media Group, Inc.	1,140	203	896	-	2,239	1,060	138	1,170	-	2,368	80	65	-274	-	-129	7.5%	46.9%	-23.4%	-	-5.5%
EatingWell	Meredith Corporation	6,434	1,871	2,451	77	10,834	6,122	1,348	2,379	34	9,883	312	523	72	44	951	5.1%	38.8%	3.0%	130.3%	9.6%
Elle	Hearst Magazines	4,918	1,824	6,194	1,024	13,960	5,454	2,040	5,252	853	13,599	-536	-216	942	171	361	-9.8%	-10.6%	17.9%	20.1%	2.7%
Elle Decor	Hearst Magazines	2,154	363	751	296	3,563	1,885	339	665	46	2,934	269	24	86	250	629	14.3%	7.1%	12.9%	547.5%	21.4%
Entertainment Weekly	Time Inc.	9,954	3,953	13,901	2,113	29,922	9,048	4,781	13,880	1,570	29,280	906	-828	21	543	642	10.0%	-17.3%	0.2%	34.6%	2.2%
Entrepreneur	Entrepreneur Media	3,061	3,055	2,653	4,886	13,655	2,634	3,737	3,150	302	9,824	427	-682	-497	4,584	3,832	16.2%	-18.2%	-15.8%	1515.7%	39.0%
ESPN The Magazine	ESPN, Inc.	17,371	22,707	50,878	11,289	102,245	16,970	23,520	51,402	11,051	102,943	401	-813	-525	239	-698	2.4%	-3.5%	-1.0%	2.2%	-0.7%
Esquire	Hearst Magazines	3,344	1,881	5,842	276	11,344	3,028	3,280	5,891	799	12,998	317	-1,399	-48	-524	-1,654	10.5%	-42.6%	-0.8%	-65.5%	-12.7%
Essence	Time Inc.	6,685	697	3,099	148	10,629	6,793	676	3,801	94	11,363	-108	21	-701	54	-734	-1.6%	3.1%	-18.5%	57.4%	-6.5%
Family Circle	Meredith Corporation	14,653	364	205	-	15,222	15,897	131	220	-	16,247	-1,244	234	-15	-	-1,025	-7.8%	178.7%	-6.8%	-	-6.3%
FamilyFun	Meredith Corporation	4,233	16	42	1	4,291	4,028	14	45	1	4,088	205	1	-4	-0	202	5.1%	8.9%	-7.8%	-23.3%	5.0%
Fast Company	Mansueto Ventures	2,145	2,102	3,821	34	8,102	2,196	2,549	4,850	214	9,809	-51	-447	-1,029	-180	-1,707	-2.3%	-17.5%	-21.2%	-84.3%	-17.4%
Field & Stream	Bonnier Corporation	9,435	451	1,549	22	11,457	8,476	535	1,362	47	10,420	959	-83	187	-25	1,038	11.3%	-15.6%	13.7%	-52.7%	10.0%
Fit Pregnancy & Baby	Meredith Corporation	7,000	245	1,748	-	8,993	7,000	307	1,784	-	9,091	0	-62	-36	-	-98	0.0%	-20.2%	-2.0%	-	-1.1%
Flying	Bonnier Corporation	960	120	183	-	1,263	916	117	146	-	1,179	44	2	37	-	84	4.8%	2.1%	25.7%	-	7.1%
Food & Wine	Time Inc.	8,101	1,396	4,125	186	13,808	7,637	1,646	4,889	48	14,219	464	-249	-764	138	-412	6.1%	-15.2%	-15.6%	287.1%	-2.9%
Food Network Magazine	Hearst Magazines	13,460	942	3,007	140	17,550	13,311	1,323	3,433	130	18,197	149	-380	-426	10	-647	1.1%	-28.8%	-12.4%	7.7%	-3.6%
Forbes	Forbes Media	7,453	16,840	38,847	5,091	68,231	7,342	18,179	34,763	2,414	62,697	111	-1,339	4,085	2,678	5,534	1.5%	-7.4%	11.8%	111.0%	8.8%
Fortune	Time Inc.	3,721	3,455	7,984	1,396	16,557	3,431	4,725	7,463	887	16,506	290	-1,270	521	510	51	8.4%	-26.9%	7.0%	57.5%	0.3%
Game & Fish	Outdoor Sportsman Group	6,349	115	321	3	6,787	6,194	134	274	-	6,601	155	-19	47	3	186	2.5%	-14.0%	17.0%	+	2.8%
Glamour	Condé Nast	10,234	1,392	5,337	1,904	18,867	10,050	1,960	5,676	1,728	19,414	184	-568	-339	176	-547	1.8%	-29.0%	-6.0%	10.2%	-2.8%
Golf Digest	Condé Nast	4,945	635	2,263	1,102	8,944	4,799	611	1,637	622	7,668	146	25	626	480	1,276	3.0%	4.0%	38.2%	77.1%	16.6%
Golf Magazine	Time Inc.	4,640	757	1,380	256	7,033	4,525	685	1,280	207	6,697	115	72	100	49	336	2.5%	10.5%	7.8%	23.6%	5.0%
Good Housekeeping	Hearst Magazines	19,666	3,098	8,065	476	31,305	19,171	4,110	6,800	153	30,235	494	-1,012	1,265	322	1,070	2.6%	-24.6%	18.6%	210.3%	3.5%
GQ	Condé Nast	6,350	1,627	6,147	2,815	16,939	6,109	1,992	5,957	1,835	15,893	241	-365	190	981	1,047	4.0%	-18.3%	3.2%	53.4%	6.6%
Guns & Ammo	Outdoor Sportsman Group	11,299	189	400	4	11,892	10,162	310	519	3	10,994	1,137	-121	-119	1	898	11.2%	-39.2%	-22.9%	45.7%	8.2%
Harper's Bazaar	Hearst Magazines	2,869	1,138	4,634	1,340	9,981	3,227	1,844	3,859	1,358	10,288	-358	-706	775	-18	-307	-11.1%	-38.3%	20.1%	-1.3%	-3.0%
Health	Time Inc.	9,275	1,739	5,497	202	16,713	8,233	2,376	6,757	104	17,469	1,043	-637	-1,260	98	-756	12.7%	-26.8%	-18.6%	95.0%	-4.3%
HGTV Magazine	Hearst Magazines	9,806	166	339	30	10,340	8,876	179	569	39	9,663	930	-14	-230	-9	677	10.5%	-7.8%	-40.4%	-23.1%	7.0%
Hot Rod	TEN	5,502	168	177	23	5,869	5,531	191	291	65	6,077	-30	-23	-114	-42	-209	-0.5%	-12.1%	-39.3%	-64.6%	-3.4%
House Beautiful	Hearst Magazines	5,919	822	2,151	82	8,974	5,599	1,229	2,212	48	9,088	320	-407	-60	34	-113	5.7%	-33.1%	-2.7%	70.2%	-1.2%
In-Fisherman	Outdoor Sportsman Group	4,013	35	17	-	4,065	3,345	39	93	-	3,476	668	-4	-75	-	589	20.0%	-9.7%	-81.3%	-	16.9%
InStyle	Time Inc.	8,602	1,404	3,385	190	13,581	8,759	1,719	5,034	51	15,563	-157	-315	-1,649	139	-1,982	-1.8%	-18.3%	-32.8%	274.0%	-12.7%

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Magazine Brand	Publishing Company	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°
Kraft Food & Family	Meredith Corporation	2,250	1,787	4,997	48	9,083	2,250	2,077	4,919	121	9,367	0	-290	79	-73	-284	0.0%	-14.0%	1.6%	-60.1%	-3.0%
Marie Claire	Hearst Magazines	3,155	1,152	3,722	1,689	9,719	3,156	1,374	3,188	1,962	9,681	-1	-222	534	-273	38	0.0%	-16.1%	16.7%	-13.9%	0.4%
Martha Stewart Living	Meredith Corporation	8,256	2,463	5,533	630	16,882	8,210	2,735	6,387	651	17,983	45	-272	-854	-20	-1,102	0.6%	-9.9%	-13.4%	-3.1%	-6.1%
Men's Health	Rodale Inc.	13,656	1,410	5,835	131	21,031	12,775	1,474	4,846	89	19,184	881	-64	988	42	1,847	6.9%	-4.3%	20.4%	46.6%	9.6%
Men's Journal	American Media, Inc.	2,774	466	1,288	-	4,527	2,770	620	1,347	19	4,755	4	-154	-59	-19	-228	0.2%	-24.8%	-4.4%	-100.0%	-4.8%
Midwest Living	Meredith Corporation	2,995	307	601	-	3,903	3,515	348	698	1	4,562	-520	-41	-97	-1	-659	-14.8%	-11.7%	-13.9%	-100.0%	-14.4%
Money	Time Inc.	6,045	1,606	4,161	28	11,841	5,579	1,632	3,001	21	10,231	466	-25	1,161	8	1,609	8.4%	-1.5%	38.7%	38.6%	15.7%
Mother Earth News	Ogden Publications	2,729	322	612	5	3,668	2,688	508	1,027	31	4,255	41	-186	-415	-27	-587	1.5%	-36.7%	-40.4%	-85.3%	-13.8%
Motor Trend	TEN	6,983	1,398	1,722	804	10,907	6,832	1,128	1,253	1,246	10,458	150	270	470	-442	449	2.2%	24.0%	37.5%	-35.4%	4.3%
Motorcyclist	Bonnier Corporation	1,480	109	142	-	1,731	1,543	84	123	-	1,750	-64	25	20	-	-19	-4.1%	29.5%	15.9%	-	-1.1%
Muscle & Fitness	American Media, Inc.	6,386	559	1,757	50	8,752	6,582	672	2,234	139	9,626	-196	-113	-477	-88	-874	-3.0%	-16.8%	-21.4%	-63.6%	-9.1%
National Enquirer	American Media, Inc.	6,523	201	464	7	7,196	6,270	462	838	99	7,669	253	-260	-374	-92	-473	4.0%	-56.4%	-44.6%	-93.4%	-6.2%
National Geographic	National Geographic Partners	31,782	3,550	5,239	309	40,879	29,853	3,928	5,438	312	39,530	1,929	-378	-199	-3	1,349	6.5%	-9.6%	-3.7%	-0.9%	3.4%
National Geographic Kids	National Geographic Partners	6,943	271	400	24	7,638	6,738	300	416	24	7,478	205	-29	-15	-0	160	3.0%	-9.6%	-3.7%	-1.0%	2.1%
National Geographic Traveler	National Geographic Partners	11,700	363	536	32	12,630	10,016	402	557	32	11,006	1,684	-39	-21	-0	1,624	16.8%	-9.6%	-3.7%	-1.0%	14.8%
New York Magazine	New York Media	2,888	5,153	16,750	376	25,167	2,580	5,193	14,485	447	22,705	307	-40	2,265	-71	2,462	11.9%	-0.8%	15.6%	-15.8%	10.8%
O, The Oprah Magazine	Hearst Magazines	9,665	747	1,379	738	12,529	10,348	759	1,422	1,431	13,962	-683	-12	-44	-693	-1,433	-6.6%	-1.6%	-3.1%	-48.4%	-10.3%
OK! Magazine	American Media, Inc.	4,682	436	1,896	6	7,020	4,633	2,149	3,567	732	11,080	49	-1,713	-1,671	-726	-4,061	1.1%	-79.7%	-46.9%	-99.2%	-36.6%
Outdoor Life	Bonnier Corporation	6,028	312	970	-	7,310	5,834	317	745	-	6,897	194	-5	225	-	413	3.3%	-1.7%	30.2%	-	6.0%
Outside	Mariah Media	2,488	629	1,637	-	4,753	2,520	595	1,391	-	4,507	-33	34	245	-	247	-1.3%	5.7%	17.6%	-	5.5%
Parents	Meredith Corporation	12,096	1,646	5,925	151	19,818	12,251	1,581	6,454	115	20,401	-156	66	-529	37	-582	-1.3%	4.2%	-8.2%	31.8%	-2.9%
People	Time Inc.	41,604	6,280	27,772	4,027	79,683	40,624	7,863	27,507	3,596	79,589	980	-1,583	265	432	94	2.4%	-20.1%	1.0%	12.0%	0.1%
People en Español	Time Inc.	6,922	108	874	32	7,935	7,013	127	1,045	11	8,196	-91	-19	-171	20	-261	-1.3%	-15.0%	-16.3%	174.4%	-3.2%
Petersen's Hunting	Petersen's Hunting Ventures, LLC	4,401	13	68	-	4,482	4,629	8	73	-	4,710	-228	5	-6	-	-228	-4.9%	63.5%	-7.5%	-	-4.8%
Playboy	Playboy Enterprises Inc.	3,499	428	1,860	157	5,944	3,834	704	3,739	421	8,698	-335	-277	-1,879	-264	-2,754	-8.7%	-39.3%	-50.2%	-62.7%	-31.7%
Popular Mechanics	Hearst Magazines	7,460	1,927	3,825	65	13,276	7,496	2,670	3,599	62	13,827	-37	-743	226	2	-551	-0.5%	-27.8%	6.3%	3.8%	-4.0%
Popular Science	Bonnier Corporation	8,521	1,142	1,875	50	11,588	6,832	829	1,592	55	9,307	1,689	314	284	-6	2,281	24.7%	37.8%	17.8%	-10.3%	24.5%
Prevention	Rodale Inc.	6,646	1,806	5,202	102	13,755	7,036	1,676	5,339	26	14,077	-390	129	-137	76	-322	-5.5%	7.7%	-2.6%	289.5%	-2.3%
Rachael Ray Every Day	Meredith Corporation	5,840	169	380	-	6,389	5,770	282	568	-	6,619	70	-113	-188	-	-231	1.2%	-40.1%	-33.1%	-	-3.5%
Reader's Digest	Trusted Media Brands	19,037	2,290	3,713	74	25,114	18,399	1,863	3,836	70	24,168	638	427	-123	4	946	3.5%	22.9%	-3.2%	5.6%	3.9%
Real Simple	Time Inc.	7,278	2,002	5,423	256	14,959	7,482	2,826	6,294	108	16,710	-204	-824	-872	148	-1,751	-2.7%	-29.2%	-13.8%	137.6%	-10.5%
Redbook	Hearst Magazines	5,395	587	1,929	437	8,347	5,492	858	2,216	162	8,728	-98	-271	-287	275	-381	-1.8%	-31.6%	-13.0%	170.2%	-4.4%
Road & Track	Hearst Magazines	2,985	709	1,775	8	5,476	2,900	941	1,559	-	5,401	85	-232	215	8	76	2.9%	-24.7%	13.8%	+	1.4%
Runner's World	Rodale Inc.	2,453	908	3,394	67	6,822	2,784	1,090	3,528	34	7,435	-331	-181	-135	34	-613	-11.9%	-16.6%	-3.8%	99.0%	-8.3%
Savour	Bonnier Corporation	1,206	461	1,018	17	2,701	1,230	524	1,049	5	2,808	-24	-63	-31	12	-107	-2.0%	-12.1%	-3.0%	218.5%	-3.8%
Seventeen	Hearst Magazines	7,072	669	2,001	124	9,866	6,649	894	2,799	218	10,560	424	-225	-798	-94	-694	6.4%	-25.2%	-28.5%	-43.2%	-6.6%
Shape	Meredith Corporation	5,698	2,819	4,621	145	13,282	6,023	2,425	5,591	69	14,108	-325	394	-971	76	-826	-5.4%	16.3%	-17.4%	109.9%	-5.9%
Ski	Active Interest Media	1,355	14	34	-	1,404	1,355	36	16	-	1,407	0	-22	18	-	-4	0.0%	-60.7%	114.1%	-	-0.2%
Smithsonian	Smithsonian Enterprises	7,473	1,426	3,832	123	12,854	7,161	1,311	2,735	70	11,277	312	115	1,097	53	1,577	4.4%	8.8%	40.1%	74.8%	14.0%
Soap Opera Digest	American Media, Inc.	2,965	41	142	-	3,147	2,962	37	72	-	3,071	2	4	70	-	76	0.1%	10.6%	96.3%	-	2.5%
Southern Living	Time Inc.	16,444	1,724	4,303	220	22,691	15,220	1,595	3,886	93	20,794	1,224	129	417	127	1,897	8.0%	8.1%	10.7%	135.7%	9.1%
Sports Illustrated	Time Inc.	18,121	3,737	11,943	2,447	36,249	18,688	4,879	9,289	2,347	35,204	-568	-1,142	2,654	100	1,044	-3.0%	-23.4%	28.6%	4.3%	3.0%
Star	American Media, Inc.	6,198	31	165	-	6,394	5,953	134	1,072	20	7,178	245	-102	-907	-20	-784	4.1%	-76.4%	-84.6%	-100.0%	-10.9%
Street Rodder	TEN	2,398	100	105	14	2,617	2,186	113	173	39	2,511	212	-14	-68	-25	105	9.7%	-12.1%	-39.3%	-64.6%	4.2%
StyleWatch	Time Inc.	5,198	925	2,768	26	8,918	5,177	1,097	3,877	39	10,189	21	-172	-1,108	-12	-1,271	0.4%	-15.7%	-28.6%	-31.8%	-12.5%
Sunset	Time Inc.	4,494	398	664	14	5,569	4,657	621	931	7	6,215	-162	-223	-267	7	-646	-3.5%	-35.9%	-28.7%	92.0%	-10.4%
Taste of Home	Trusted Media Brands	12,985	3,685	8,348	146	25,164	12,462	3,516	8,127	656	24,760	524	170	221	-510	405	4.2%	4.8%	2.7%	-77.7%	1.6%
Texas Monthly	GP TM Acquisition LLC	2,318	231	725	-	3,274	2,121	245	714	-	3,079	197	-13	11	-	195	9.3%	-5.5%	1.6%	-	6.3%
The Atlantic	Atlantic Media	2,245	5,802	13,882	144	22,072	2,018	5,514	12,098	322	19,951	227	288	1,783	-178	2,121	11.3%	5.2%	14.7%	-55.2%	10.6%
The Economist	The Economist Newspaper Limited	2,498	1,821	2,098	42	6,459	2,505	1,761	1,580	72	5,919	-8	60	518	-30	540	-0.3%	3.4%	32.8%	-41.9%	9.1%
The Family Handyman	Trusted Media Brands	4,978	1,763	2,747	35	9,522	4,667	1,696	2,694	241	9,297	311	67	53	-206	226	6.7%	4.0%	2.0%	-85.6%	2.4%
The New Yorker	Condé Nast	5,259	3,470	8,495	1,344	18,568	4,474	4,250	10,378	551	19,653	785	-780	-1,882	793	-1,084	17.5%	-18.3%	-18.1%	143.8%	-5.5%
This Old House	This Old House Ventures, LLC	6,133	909	1,709	351	9,102	5,542	1,141	1,967	115	8,766	591	-232	-259	236	336	10.7%	-20.3%	-13.1%	204.3%	3.8%
Time	Time Inc.	18,601	6,472	19,412	3,294	47,779	17,200	7,411	19,927	2,311	46,849	1,401	-939	-514	982	930	8.1%	-12.7%	-2.6%	42.5%	2.0%
Town & Country	Hearst Magazines	3,225	580	1,776	651	6,233	3,156	468	1,013	-	4,637	70	112	763	651	1,596	2.2%	23.9%	75.3%	+	34.4%
Traditional Home	Meredith Corporation	4,553	50	80	-	4,682	3,896	53	98	-	4,047	657	-3	-19	-	635	16.9%	-5.5%	-19.1%	-	15.7%
Travel + Leisure	Time Inc.	6,735	1,631	4,353	226	12,944	6,143	1,398	3,549	54	11,144	592	233	803	171	1,800	9.6%	16.7%	22.6%	315.0%	16.2%

MAGAZINE MEDIA 360°

Brand Audience Report

		Average CY 2017 (000)					Average CY 2016 (000)					Average CY 2017 vs. Average CY 2016 (change 000)					Average CY 2017 vs. Average CY 2016 (% change)				
Magazine Brand	Publishing Company	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°
Us Weekly	American Media, Inc.	11,560	3,444	13,688	156	28,849	12,348	4,984	16,856	418	34,606	-788	-1,539	-3,168	-262	-5,757	-6.4%	-30.9%	-18.8%	-62.7%	-16.6%
Vanity Fair	Condé Nast	7,996	2,712	9,001	4,074	23,784	7,873	3,023	7,564	1,933	20,394	123	-311	1,436	2,141	3,389	1.6%	-10.3%	19.0%	110.7%	16.6%
Veranda	Hearst Magazines	1,390	22	82	10	1,504	1,124	-	108	-	1,232	266	22	-25	10	273	23.7%	+	-23.5%	+	22.1%
Vogue	Condé Nast	11,730	1,534	4,220	2,272	19,756	11,640	1,717	3,806	1,219	18,382	90	-183	413	1,052	1,373	0.8%	-10.6%	10.9%	86.3%	7.5%
W	Condé Nast	829	338	917	698	2,781	841	296	744	369	2,250	-12	42	173	329	532	-1.4%	14.2%	23.3%	89.0%	23.6%
WebMD Magazine	WebMD, LLC	11,349	13,323	34,552	249	59,472	10,623	14,003	31,907	53	56,585	726	-680	2,645	196	2,887	6.8%	-4.9%	8.3%	372.3%	5.1%
Wired	Condé Nast	3,354	3,458	6,958	2,927	16,697	2,630	3,782	6,914	1,978	15,304	724	-324	43	949	1,392	27.5%	-8.6%	0.6%	48.0%	9.1%
Woman's Day	Hearst Magazines	16,089	830	2,610	72	19,601	16,481	1,001	2,856	77	20,415	-392	-171	-246	-5	-814	-2.4%	-17.1%	-8.6%	-6.7%	-4.0%
Women's Health	Rodale Inc.	11,670	1,504	5,942	110	19,225	10,534	1,759	5,834	52	18,179	1,136	-256	108	58	1,046	10.8%	-14.5%	1.8%	112.1%	5.8%
Yoga Journal	Active Interest Media	1,927	267	341	-	2,535	1,992	194	134	-	2,320	-65	73	207	-	215	-3.3%	37.8%	154.0%	-	9.2%
Total (000)		932,654	222,592	579,923	76,375	1,811,544	902,542	249,101	578,525	56,187	1,786,355	30,112	(26,509)	1,399	20,187	25,189	3.3%	-10.6%	0.2%	35.9%	1.4%
Share by Platform (%)		51%	12%	32%	4%	100%	51%	14%	32%	3%	100%										
	Rounded ---->	51%	12%	32%	4%	99%	51%	14%	32%	3%	100%										

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:

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017, Spring 2017, Fall 2016, Spring 2016, DoubleBase 2017, DB 2016, and DB 2015; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017, Spring 2017, Fall 2016, Spring 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - December 2017 and January 2016 - December 2016; U.S.
- Mobile Web: comScore Mobile Metrix® January 2017 - December 2017 and January 2016 - December 2016; U.S.
- Video: comScore Video Metrix® January 2017 - December 2017 and January 2016 - December 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 + 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 124 magazine media brands from 29 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.