



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	August 2018 Total 360° Audience (000)	Magazine Brand	August 2018 vs. August 2017 Total 360° Audience (% change)
1 ESPN The Magazine	100,257	1 Men's Journal	143.1%
2 People	87,365	2 Motorcyclist	89.6%
3 WebMD Magazine	59,203	3 domino	86.6%
4 Allrecipes	50,240	4 The New Yorker	80.1%
5 AARP	48,124	5 Harper's Bazaar	75.7%
6 Time	42,266	6 Saveur	67.9%
7 Better Homes and Gardens	40,325	7 Bon Appétit/Epicurious	63.6%
8 Good Housekeeping	38,197	8 Town & Country	57.5%
9 Cosmopolitan	37,596	9 Condé Nast Traveler	41.5%
10 National Geographic	36,910	10 AFAR	41.0%
11 New York Magazine	31,188	11 The Family Handyman	32.4%
12 Sports Illustrated	30,143	12 Brides	30.1%
13 Vanity Fair	29,773	13 Money	28.2%
14 Vogue	29,342	14 Elle	27.2%
15 Taste of Home	27,301	15 New York Magazine	27.1%
16 Reader's Digest	26,644	16 Outside	26.5%
17 Us Weekly	25,098	17 This Old House	25.2%
18 Entertainment Weekly	24,068	18 GQ	24.3%
19 Country Living	24,049	19 W	23.7%
20 Wired	22,462	20 Good Housekeeping	23.3%
21 Southern Living	22,436	21 Discover	22.6%
22 GQ	21,685	22 Wired	22.5%
23 Women's Health	21,547	23 Allure	21.7%
24 Glamour	21,433	24 Taste of Home	20.0%
25 Bon Appétit/Epicurious	21,152	25 Redbook	19.9%

**August 2018
Total 360° Audience
(000)**

**August 2018 vs. August
2017 Total 360° Audience
(% change)**

Magazine Brand	August 2018 Total 360° Audience (000)	Magazine Brand	August 2018 vs. August 2017 Total 360° Audience (% change)
26 The New Yorker	20,439	26 Vogue	19.2%
27 The Atlantic	20,170	27 Kraft Food & Family	16.5%
28 Men's Health	19,984	28 Yoga Journal	15.7%
29 Elle	17,926	29 Marie Claire	15.3%
30 Woman's Day	17,296	30 OK! Magazine	14.8%
31 Food Network Magazine	16,998	31 Vanity Fair	14.4%
32 Allure	16,686	32 Golf Digest	13.2%
33 Harper's Bazaar	16,256	33 HGTV Magazine	10.4%
34 Parents	16,175	34 Travel + Leisure	9.5%
35 Health	15,174	35 Cosmopolitan	9.1%
36 Car and Driver	15,005	36 Car Craft	8.8%
37 Martha Stewart Living	14,927	37 InStyle	7.1%
38 InStyle	14,209	38 Women's Health	6.3%
39 Travel + Leisure	14,163	39 Glamour	6.2%
40 Real Simple	13,508	40 House Beautiful	5.9%
41 Popular Mechanics	13,442	41 People	5.0%
42 Golf Digest	13,393	42 Fast Company	4.5%
43 Fortune	13,334	43 Backpacker	4.2%
44 Food & Wine	13,318	44 Reader's Digest	3.7%
45 Money	12,994	45 Rachael Ray Every Day	3.6%
46 Cooking Light	12,371	46 Outdoor Life	3.5%
47 Marie Claire	12,208	47 AARP	2.9%
48 Family Circle	12,143	48 Elle Decor	2.6%
49 Esquire	12,118	49 Departures	2.5%
50 O, The Oprah Magazine	11,924	50 People en Español	1.0%
51 Motor Trend	11,831	51 Birds & Blooms	0.9%
52 Condé Nast Traveler	11,801	52 Architectural Digest	0.7%
53 National Geographic Traveler	11,731	53 Food Network Magazine	0.3%

Magazine Brand	August 2018 Total 360° Audience (000)	Magazine Brand	August 2018 vs. August 2017 Total 360° Audience (% change)
54 Guns & Ammo	11,599	54 Seventeen	0.2%
55 Smithsonian	11,589	55 Road & Track	0.1%
56 Popular Science	11,515	56 Petersen's Hunting	-0.1%
57 HGTV Magazine	11,419	57 Allrecipes	-0.5%
58 This Old House	11,273	58 Esquire	-0.5%
59 The Family Handyman	11,100	59 Hot Rod	-1.5%
60 Shape	11,087	60 Guns & Ammo	-1.5%
61 Brides	10,713	61 WebMD Magazine	-2.7%
62 Field & Stream	10,600	62 National Geographic Kids	-2.8%
63 House Beautiful	10,104	63 Cooking Light	-3.4%
64 Seventeen	10,061	64 Popular Mechanics	-3.5%
65 Men's Journal	9,859	65 Southern Living	-3.5%
66 EatingWell	9,809	66 Real Simple	-3.5%
67 Prevention	9,660	67 Motor Trend	-3.6%
68 Kraft Food & Family	9,571	68 Martha Stewart Living	-4.9%
69 Town & Country	9,452	69 Shape	-5.4%
70 Redbook	8,904	70 Food & Wine	-5.8%
71 Fast Company	8,489	71 Country Living	-5.9%
72 OK! Magazine	8,271	72 Smithsonian	-6.2%
73 People en Español	8,175	73 Woman's Day	-6.6%
74 Muscle & Fitness	7,801	74 Popular Science	-7.2%
75 Outdoor Life	7,476	75 Coastal Living	-7.9%
76 National Geographic Kids	7,271	76 National Geographic Traveler	-8.0%
77 Architectural Digest	7,019	77 Street Rodder	-8.4%
78 Departures	6,682	78 Field & Stream	-8.4%
79 Diabetic Living	6,390	79 Health	-8.6%
80 Rachael Ray Every Day	6,380	80 National Geographic	-8.7%
81 National Enquirer	6,131	81 Four Wheeler Group	-8.8%

August 2018 Total 360° Audience (000)		August 2018 vs. August 2017 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
82 Runner's World	5,863	82 Muscle & Fitness	-9.0%
83 Hot Rod	5,742	83 Us Weekly	-9.4%
84 Birds & Blooms	5,660	84 Midwest Living	-9.7%
85 Outside	5,624	85 Men's Health	-9.8%
86 Road & Track	5,593	86 Diabetic Living	-10.0%
87 Game & Fish	5,535	87 Car and Driver	-10.4%
88 Coastal Living	5,533	88 Bicycling	-11.5%
89 Star	5,279	89 ESPN The Magazine	-11.7%
90 Four Wheeler Group	5,206	90 Automobile	-13.8%
91 The Economist	5,028	91 In-Fisherman	-13.9%
92 domino	4,761	92 Runner's World	-14.0%
93 Petersen's Hunting	4,411	93 Mother Earth News	-14.4%
94 W	4,106	94 Better Homes and Gardens	-15.1%
95 Traditional Home	3,901	95 National Enquirer	-15.8%
96 Elle Decor	3,758	96 Ski	-16.2%
97 Mother Earth News	3,622	97 Game & Fish	-16.9%
98 Automobile	3,546	98 Parents	-17.0%
99 In-Fisherman	3,536	99 Star	-18.0%
100 Midwest Living	3,412	100 O, The Oprah Magazine	-19.9%
101 Saveur	3,295	101 Family Circle	-20.3%
102 Motorcyclist	3,168	102 Traditional Home	-20.3%
103 Discover	2,944	103 The Atlantic	-20.7%
104 Yoga Journal	2,829	104 Sports Illustrated	-20.8%
105 Bicycling	2,487	105 Fortune	-23.7%
106 Street Rodder	2,425	106 The Economist	-24.5%
107 Car Craft	2,424	107 Entertainment Weekly	-27.6%
108 Backpacker	2,047	108 Veranda	-31.6%
109 AFAR	1,215	109 Prevention	-33.6%

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110 Ski	1,116	110 EatingWell	-33.7%
111 Veranda	1,112	111 Time	-39.2%