



# MAGAZINE MEDIA 360°

## Brand Audience Report

Magazine Brand	July 2018 Total 360° Audience (000)	Magazine Brand	July 2018 vs. July 2017 Total 360° Audience (% change)
1 ESPN The Magazine	98,659	1 Saveur	138.7%
2 People	95,328	2 Motorcyclist	113.3%
3 WebMD Magazine	57,182	3 Harper's Bazaar	91.7%
4 Allrecipes	50,990	4 Town & Country	90.2%
5 AARP	48,029	5 Men's Journal	87.0%
6 Time	46,815	6 AFAR	52.0%
7 Better Homes and Gardens	42,049	7 New York Magazine	51.8%
8 Cosmopolitan	39,971	8 Marie Claire	47.4%
9 Good Housekeeping	39,776	9 GQ	43.0%
10 National Geographic	37,234	10 domino	42.4%
11 New York Magazine	35,984	11 Money	41.7%
12 Sports Illustrated	31,464	12 Brides	37.5%
13 Vanity Fair	29,844	13 Elle	36.4%
14 GQ	29,023	14 Vogue	33.7%
15 Vogue	27,750	15 Good Housekeeping	28.5%
16 Reader's Digest	27,209	16 Vanity Fair	26.3%
17 Us Weekly	26,997	17 Golf Digest	25.2%
18 Taste of Home	26,334	18 Architectural Digest	22.6%
19 Bon Appétit/Epicurious	26,250	19 This Old House	22.4%
20 Country Living	25,459	20 W	22.0%
21 Entertainment Weekly	25,395	21 Wired	20.2%
22 Southern Living	23,054	22 Cosmopolitan	20.2%
23 Women's Health	22,176	23 The New Yorker	20.1%
24 Wired	21,980	24 Redbook	19.7%
25 Glamour	20,952	25 OK! Magazine	18.8%

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

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

<b>Magazine Brand</b>	<b>July 2018 Total 360° Audience (000)</b>	<b>Magazine Brand</b>	<b>July 2018 vs. July 2017 Total 360° Audience (% change)</b>
26 The New Yorker	20,519	26 Esquire	18.6%
27 Men's Health	19,806	27 Outside	18.2%
28 Harper's Bazaar	18,218	28 Elle Decor	16.9%
29 Elle	18,122	29 Outdoor Life	16.1%
30 Woman's Day	17,555	30 Yoga Journal	15.5%
31 The Atlantic	17,436	31 Glamour	14.8%
32 Food Network Magazine	17,401	32 People	14.5%
33 Parents	16,928	33 Taste of Home	13.8%
34 Allure	16,748	34 Travel + Leisure	12.3%
35 Martha Stewart Living	16,221	35 Women's Health	12.3%
36 Health	16,073	36 Condé Nast Traveler	11.7%
37 Car and Driver	15,855	37 Allure	11.4%
38 Popular Mechanics	14,929	38 Popular Science	11.3%
39 Travel + Leisure	14,640	39 The Family Handyman	11.1%
40 Real Simple	14,413	40 Discover	11.0%
41 Fortune	14,387	41 House Beautiful	9.9%
42 Money	13,932	42 HGTV Magazine	8.3%
43 Golf Digest	13,564	43 Car Craft	8.2%
44 Prevention	13,310	44 Kraft Food & Family	7.8%
45 Food & Wine	13,298	45 Bon Appétit/Epicurious	6.9%
46 InStyle	13,074	46 Popular Mechanics	6.6%
47 Marie Claire	13,039	47 Diabetic Living	6.4%
48 Esquire	12,885	48 Country Living	6.4%
49 Popular Science	12,765	49 AARP	3.7%
50 Cooking Light	12,350	50 Reader's Digest	3.6%
51 O, The Oprah Magazine	12,346	51 Rachael Ray Every Day	3.2%
52 Family Circle	12,142	52 Departures	2.8%
53 HGTV Magazine	11,804	53 Mother Earth News	2.8%
54 National Geographic Traveler	11,765	54 Fast Company	2.6%

Magazine Brand	July 2018 Total 360° Audience (000)	Magazine Brand	July 2018 vs. July 2017 Total 360° Audience (% change)
55 Shape	11,730	55 Us Weekly	1.9%
56 Smithsonian	11,657	56 People en Español	1.8%
57 Guns & Ammo	11,631	57 Road & Track	1.0%
58 This Old House	11,582	58 Backpacker	0.9%
59 Brides	11,450	59 Food Network Magazine	0.5%
60 Town & Country	10,859	60 Real Simple	0.3%
61 The Family Handyman	10,817	61 Seventeen	0.2%
62 Field & Stream	10,757	62 Birds & Blooms	0.2%
63 Motor Trend	10,407	63 Petersen's Hunting	0.1%
64 Seventeen	10,347	64 Martha Stewart Living	0.1%
65 Condé Nast Traveler	10,187	65 Allrecipes	-0.5%
66 EatingWell	10,178	66 Shape	-0.8%
67 House Beautiful	9,946	67 ESPN The Magazine	-1.0%
68 Kraft Food & Family	9,657	68 Guns & Ammo	-1.0%
69 Redbook	9,451	69 Southern Living	-1.1%
70 Fast Company	8,618	70 National Geographic Kids	-1.9%
71 OK! Magazine	8,495	71 Cooking Light	-2.1%
72 Architectural Digest	8,281	72 Hot Rod	-2.3%
73 People en Español	8,252	73 InStyle	-2.6%
74 Muscle & Fitness	8,001	74 Sports Illustrated	-3.2%
75 Outdoor Life	7,999	75 Coastal Living	-3.2%
76 Men's Journal	7,914	76 Time	-3.2%
77 National Geographic Kids	7,296	77 EatingWell	-3.3%
78 Diabetic Living	7,037	78 Health	-4.0%
79 Departures	6,656	79 WebMD Magazine	-4.1%
80 Rachael Ray Every Day	6,390	80 Motor Trend	-5.1%
81 National Enquirer	6,144	81 Food & Wine	-5.2%
82 Runner's World	5,816	82 Car and Driver	-5.6%
83 Outside	5,813	83 National Geographic	-6.5%

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Magazine Brand		Magazine Brand	
84 Coastal Living	5,803	84 Men's Health	-7.3%
85 Birds & Blooms	5,737	85 National Geographic Traveler	-7.3%
86 Road & Track	5,725	86 Woman's Day	-7.6%
87 Hot Rod	5,673	87 The Atlantic	-8.1%
88 Game & Fish	5,602	88 Fortune	-8.3%
89 Star	5,259	89 Field & Stream	-8.6%
90 The Economist	5,223	90 Midwest Living	-8.7%
91 Four Wheeler Group	5,213	91 Muscle & Fitness	-9.0%
92 Saveur	4,907	92 Four Wheeler Group	-9.3%
93 Petersen's Hunting	4,398	93 Street Rodder	-9.5%
94 Elle Decor	4,268	94 Smithsonian	-9.6%
95 W	4,151	95 Better Homes and Gardens	-9.8%
96 Traditional Home	3,896	96 Prevention	-9.9%
97 domino	3,773	97 Runner's World	-12.1%
98 Mother Earth News	3,725	98 Bicycling	-12.3%
99 In-Fisherman	3,591	99 In-Fisherman	-13.2%
100 Motorcyclist	3,541	100 Automobile	-13.5%
101 Automobile	3,528	101 Parents	-13.8%
102 Midwest Living	3,526	102 National Enquirer	-15.9%
103 Yoga Journal	2,861	103 O, The Oprah Magazine	-17.1%
104 Bicycling	2,747	104 Ski	-17.1%
105 Discover	2,676	105 The Economist	-17.7%
106 Car Craft	2,407	106 Game & Fish	-17.7%
107 Street Rodder	2,384	107 Star	-18.8%
108 Backpacker	2,043	108 Entertainment Weekly	-19.5%
109 AFAR	1,272	109 Family Circle	-20.2%
110 Ski	1,116	110 Traditional Home	-21.1%
111 Veranda	1,096	111 Veranda	-33.2%