



# MAGAZINE MEDIA 360°

## Brand Audience Report

Magazine Brand	April 2018 Total 360° Audience (000)	Magazine Brand	April 2018 vs. April 2017 Total 360° Audience (% change)
1 ESPN The Magazine	96,217	1 Town & Country	75%
2 People	90,620	2 Harper's Bazaar	67%
3 WebMD Magazine	59,589	3 W	59%
4 Time	52,602	4 Motorcyclist	54%
5 AARP	48,014	5 Entrepreneur	52%
6 Better Homes and Gardens	45,289	6 Saveur	47%
7 Allrecipes	43,752	7 Men's Journal	37%
8 National Geographic	41,029	8 AFAR	35%
9 Cosmopolitan	36,151	9 Esquire	33%
10 Good Housekeeping	32,526	10 New York Magazine	32%
11 Sports Illustrated	32,262	11 Flying	32%
12 New York Magazine	31,496	12 FamilyFun	31%
13 Us Weekly	28,835	13 domino	26%
14 Entertainment Weekly	27,457	14 Money	25%
15 Taste of Home	26,161	15 Brides	25%
16 Reader's Digest	25,111	16 Coastal Living	25%
17 Vanity Fair	24,243	17 Popular Science	24%
18 Bon Appétit/Epicurious	23,339	18 Elle	23%
19 Country Living	23,200	19 Time	21%
20 Southern Living	22,373	20 This Old House	19%
21 The New Yorker	20,745	21 Veranda	17%
22 Women's Health	20,018	22 People	15%
23 Vogue	19,887	23 Outdoor Life	15%
24 Men's Health	19,298	24 4 Wheel & Off Road	15%
25 The Atlantic	18,077	25 Golf Digest	13%

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

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

Magazine Brand	Total 360° Audience (000)
26 Woman's Day	17,970
27 Parents	17,666
28 Glamour	17,612
29 Health	17,232
30 Food Network Magazine	16,554
31 GQ	16,185
32 Fortune	16,137
33 Elle	15,892
34 Car and Driver	15,700
35 Wired	15,553
36 Martha Stewart Living	14,972
37 Prevention	14,349
38 Money	14,233
39 Entrepreneur	13,768
40 Popular Mechanics	13,551
41 Smithsonian	13,462
42 InStyle	13,458
43 Allure	13,278
44 Food & Wine	13,215
45 Popular Science	13,166
46 National Geographic Traveler	13,064
47 Family Circle	13,009
48 Harper's Bazaar	12,951
49 Cooking Light	12,917
50 Real Simple	12,837
51 Shape	12,697
52 Travel + Leisure	12,689
53 Guns & Ammo	12,117
54 Esquire	11,956

Magazine Brand	% change
26 Marie Claire	13%
27 Dirt Rider	13%
28 Cosmopolitan	12%
29 Smithsonian	12%
30 Outside	11%
31 AARP	10%
32 Good Housekeeping	10%
33 Yoga Journal	9%
34 Architectural Digest	9%
35 HGTV Magazine	9%
36 Us Weekly	9%
37 Reader's Digest	8%
38 National Geographic Traveler	8%
39 Texas Monthly	8%
40 Backpacker	8%
41 Diabetic Living	8%
42 The New Yorker	8%
43 Vogue	7%
44 EatingWell	6%
45 Entertainment Weekly	5%
46 The Family Handyman	5%
47 Prevention	5%
48 Wired	5%
49 Taste of Home	4%
50 Popular Mechanics	4%
51 Soap Opera Digest	4%
52 Guns & Ammo	4%
53 Vanity Fair	4%
54 Health	3%

Magazine Brand	April 2018 Total 360° Audience (000)	Magazine Brand	April 2018 vs. April 2017 Total 360° Audience (% change)
55 O, The Oprah Magazine	11,761	55 Bon Appétit/Epicurious	3%
56 HGTV Magazine	10,979	56 Traditional Home	2%
57 Golf Digest	10,948	57 National Geographic	2%
58 Field & Stream	10,856	58 Petersen's Hunting	2%
59 This Old House	10,667	59 Women's Health	1%
60 EatingWell	10,571	60 Discover	1%
61 Motor Trend	10,435	61 Southern Living	1%
62 Seventeen	10,059	62 National Geographic Kids	1%
63 The Family Handyman	9,923	63 WebMD Magazine	1%
64 Brides	9,769	64 In-Fisherman	1%
65 Marie Claire	9,683	65 Car Craft	0%
66 Town & Country	9,669	66 Kraft Food & Family	0%
67 Kraft Food & Family	8,929	67 Condé Nast Traveler	0%
68 Muscle & Fitness	8,831	68 Departures	-1%
69 Condé Nast Traveler	8,735	69 Muscle & Fitness	-1%
70 House Beautiful	8,494	70 Field & Stream	-1%
71 Redbook	8,024	71 Fortune	-1%
72 Outdoor Life	8,011	72 Automobile	-2%
73 People en Español	7,988	73 The Atlantic	-2%
74 National Geographic Kids	7,775	74 People en Español	-2%
75 Fast Company	7,516	75 Travel + Leisure	-2%
76 Diabetic Living	7,058	76 InStyle	-2%
77 Game & Fish	6,771	77 ESPN The Magazine	-2%
78 Architectural Digest	6,732	78 Rachael Ray Every Day	-3%
79 Departures	6,596	79 Motor Trend	-3%
80 Rachael Ray Every Day	6,500	80 Food & Wine	-3%
81 Men's Journal	6,377	81 Cycle World	-3%
82 Runner's World	6,300	82 Elle Decor	-3%
83 OK! Magazine	6,265	83 Game & Fish	-4%

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<b>Magazine Brand</b>	<b>April 2018 Total 360° Audience (000)</b>	<b>Magazine Brand</b>	<b>April 2018 vs. April 2017 Total 360° Audience (% change)</b>
84 National Enquirer	5,930	84 Hot Rod	-4%
85 The Economist	5,925	85 Cooking Light	-5%
86 Coastal Living	5,750	86 Country Living	-5%
87 Hot Rod	5,712	87 Mother Earth News	-5%
88 Star	5,607	88 Better Homes and Gardens	-5%
89 Birds & Blooms	5,577	89 Ski	-6%
90 Road & Track	5,284	90 Seventeen	-6%
91 Outside	5,144	91 GQ	-7%
92 FamilyFun	4,937	92 Allure	-7%
93 Petersen's Hunting	4,586	93 Car and Driver	-7%
94 Traditional Home	4,481	94 Food Network Magazine	-7%
95 W	4,077	95 Sports Illustrated	-7%
96 In-Fisherman	4,010	96 O, The Oprah Magazine	-7%
97 Playboy	3,939	97 Redbook	-8%
98 Mother Earth News	3,743	98 Glamour	-8%
99 Automobile	3,657	99 Road & Track	-8%
100 Midwest Living	3,457	100 Birds & Blooms	-9%
101 Elle Decor	3,280	101 Men's Health	-9%
102 Soap Opera Digest	3,176	102 Street Rodder	-10%
103 Saveur	3,174	103 House Beautiful	-11%
104 4 Wheel & Off Road	3,158	104 Parents	-11%
105 Texas Monthly	3,090	105 Shape	-11%
106 Yoga Journal	2,633	106 The Economist	-12%
107 Discover	2,524	107 Woman's Day	-12%
108 Motorcyclist	2,521	108 Martha Stewart Living	-13%
109 Cycle World	2,512	109 OK! Magazine	-14%
110 Street Rodder	2,402	110 Real Simple	-15%
111 Car Craft	2,302	111 Midwest Living	-15%
112 Bicycling	2,205	112 Star	-16%

<b>Magazine Brand</b>	<b>April 2018 Total 360° Audience (000)</b>	<b>Magazine Brand</b>	<b>April 2018 vs. April 2017 Total 360° Audience (% change)</b>
113 domino	1,997	113 Allrecipes	-19%
114 Backpacker	1,987	114 Family Circle	-20%
115 Dirt Rider	1,745	115 Runner's World	-23%
116 Flying	1,543	116 Fast Company	-23%
117 Veranda	1,514	117 National Enquirer	-24%
118 Ski	1,339	118 Bicycling	-26%
119 AFAR	1,064	119 Playboy	-40%