



# MAGAZINE MEDIA 360°

## Brand Audience Report

Magazine Brand	Average CY 2017 Total 360° Audience (000)	Magazine Brand	Average CY 2017 vs. Average CY 2016 Total 360° Audience (% change)
1 ESPN The Magazine	102,245	1 Entrepreneur	39.0%
2 People	79,683	2 Town & Country	34.4%
3 Forbes	68,231	3 Popular Science	24.5%
4 WebMD Magazine	59,472	4 W	23.6%
5 Allrecipes	54,087	5 Veranda	22.1%
6 Time	47,779	6 Elle Decor	21.4%
7 Better Homes and Gardens	47,484	7 Condé Nast Traveler	19.9%
8 AARP	46,343	8 Backpacker	19.9%
9 National Geographic	40,879	9 Architectural Digest	18.3%
10 Sports Illustrated	36,249	10 Allure	17.3%
11 Cosmopolitan	32,680	11 In-Fisherman	16.9%
12 Good Housekeeping	31,305	12 Coastal Living	16.7%
13 Entertainment Weekly	29,922	13 Golf Digest	16.6%
14 Us Weekly	28,849	14 Vanity Fair	16.6%
15 New York Magazine	25,167	15 Travel + Leisure	16.2%
16 Taste of Home	25,164	16 Money	15.7%
17 Reader's Digest	25,114	17 Traditional Home	15.7%
18 Country Living	24,499	18 4 Wheel & Off Road	15.2%
19 Vanity Fair	23,784	19 National Geographic Traveler	14.8%
20 Bon Appétit/Epicurious	23,674	20 Smithsonian	14.0%
21 Southern Living	22,691	21 Discover	12.2%
22 The Atlantic	22,072	22 New York Magazine	10.8%
23 Men's Health	21,031	23 The Atlantic	10.6%
24 Parents	19,818	24 Brides	10.2%
25 Vogue	19,756	25 Field & Stream	10.0%



Magazine Brand	Average CY 2017 Total 360° Audience (000)
26 Woman's Day	19,601
27 Women's Health	19,225
28 Glamour	18,867
29 The New Yorker	18,568
30 Food Network Magazine	17,550
31 GQ	16,939
32 Martha Stewart Living	16,882
33 Health	16,713
34 Wired	16,697
35 Fortune	16,557
36 Car and Driver	16,524
37 Family Circle	15,222
38 Real Simple	14,959
39 Elle	13,960
40 Food & Wine	13,808
41 Prevention	13,755
42 Entrepreneur	13,655
43 InStyle	13,581
44 Shape	13,282
45 Popular Mechanics	13,276
46 Cooking Light	13,121
47 Allure	13,106
48 Travel + Leisure	12,944
49 Smithsonian	12,854
50 National Geographic Traveler	12,630
51 O, The Oprah Magazine	12,529
52 Guns & Ammo	11,892
53 Money	11,841

Magazine Brand	Average CY 2017 vs. Average CY 2016 Total 360° Audience (% change)
26 Men's Health	9.6%
27 EatingWell	9.6%
28 Yoga Journal	9.2%
29 The Economist	9.1%
30 Southern Living	9.1%
31 Wired	9.1%
32 Forbes	8.8%
33 Diabetic Living	8.4%
34 Country Living	8.3%
35 Guns & Ammo	8.2%
36 Vogue	7.5%
37 Flying	7.1%
38 HGTV Magazine	7.0%
39 Car Craft	6.7%
40 GQ	6.6%
41 Texas Monthly	6.3%
42 Outdoor Life	6.0%
43 Women's Health	5.8%
44 Birds & Blooms	5.7%
45 Outside	5.5%
46 WebMD Magazine	5.1%
47 Golf Magazine	5.0%
48 FamilyFun	5.0%
49 Motor Trend	4.3%
50 Street Rodder	4.2%
51 Reader's Digest	3.9%
52 Departures	3.9%
53 This Old House	3.8%



Magazine Brand	Average CY 2017 Total 360° Audience (000)
54 Popular Science	11,588
55 Field & Stream	11,457
56 Esquire	11,344
57 Motor Trend	10,907
58 EatingWell	10,834
59 Essence	10,629
60 HGTV Magazine	10,340
61 Harper's Bazaar	9,981
62 Seventeen	9,866
63 Marie Claire	9,719
64 The Family Handyman	9,522
65 This Old House	9,102
66 Kraft Food & Family	9,083
67 Fit Pregnancy & Baby	8,993
68 House Beautiful	8,974
69 Golf Digest	8,944
70 StyleWatch	8,918
71 Muscle & Fitness	8,752
72 Condé Nast Traveler	8,612
73 Redbook	8,347
74 Brides	8,192
75 Fast Company	8,102
76 People en Español	7,935
77 National Geographic Kids	7,638
78 Outdoor Life	7,310
79 National Enquirer	7,196
80 Diabetic Living	7,063
81 Golf Magazine	7,033

Magazine Brand	Average CY 2017 vs. Average CY 2016 Total 360° Audience (% change)
54 Good Housekeeping	3.5%
55 Dirt Rider	3.5%
56 AARP	3.4%
57 National Geographic	3.4%
58 Automobile	3.2%
59 Sports Illustrated	3.0%
60 Game & Fish	2.8%
61 Elle	2.7%
62 Soap Opera Digest	2.5%
63 The Family Handyman	2.4%
64 Entertainment Weekly	2.2%
65 National Geographic Kids	2.1%
66 Car and Driver	2.1%
67 Time	2.0%
68 Taste of Home	1.6%
69 Road & Track	1.4%
70 Allrecipes	0.7%
71 Marie Claire	0.4%
72 Fortune	0.3%
73 People	0.1%
74 Ski	-0.2%
75 Better Homes and Gardens	-0.6%
76 ESPN The Magazine	-0.7%
77 Fit Pregnancy & Baby	-1.1%
78 Motorcyclist	-1.1%
79 House Beautiful	-1.2%
80 Cosmopolitan	-1.5%
81 Prevention	-2.3%



Magazine Brand	Average CY 2017 Total 360° Audience (000)	Magazine Brand	Average CY 2017 vs. Average CY 2016 Total 360° Audience (% change)
82 OK! Magazine	7,020	82 Glamour	-2.8%
83 Runner's World	6,822	83 Parents	-2.9%
84 Game & Fish	6,787	84 Food & Wine	-2.9%
85 Departures	6,540	85 Harper's Bazaar	-3.0%
86 The Economist	6,459	86 Kraft Food & Family	-3.0%
87 Star	6,394	87 People en Español	-3.2%
88 Rachael Ray Every Day	6,389	88 Hot Rod	-3.4%
89 Architectural Digest	6,310	89 Rachael Ray Every Day	-3.5%
90 Town & Country	6,233	90 Food Network Magazine	-3.6%
91 Playboy	5,944	91 Saveur	-3.8%
92 Hot Rod	5,869	92 Popular Mechanics	-4.0%
93 Birds & Blooms	5,818	93 Woman's Day	-4.0%
94 Coastal Living	5,621	94 Bon Appétit/Epicurious	-4.1%
95 Sunset	5,569	95 Health	-4.3%
96 Road & Track	5,476	96 Redbook	-4.4%
97 Outside	4,753	97 Men's Journal	-4.8%
98 Traditional Home	4,682	98 Petersen's Hunting	-4.8%
99 Men's Journal	4,527	99 Bicycling	-5.4%
100 Petersen's Hunting	4,482	100 domino	-5.5%
101 FamilyFun	4,291	101 The New Yorker	-5.5%
102 In-Fisherman	4,065	102 Shape	-5.9%
103 Automobile	3,964	103 Martha Stewart Living	-6.1%
104 Midwest Living	3,903	104 National Enquirer	-6.2%
105 Mother Earth News	3,668	105 Family Circle	-6.3%
106 Elle Decor	3,563	106 Essence	-6.5%
107 Texas Monthly	3,274	107 Seventeen	-6.6%
108 Soap Opera Digest	3,147	108 Runner's World	-8.3%
109 4 Wheel & Off Road	3,120	109 Cycle World	-8.5%



<b>Magazine Brand</b>	<b>Average CY 2017 Total 360° Audience (000)</b>	<b>Magazine Brand</b>	<b>Average CY 2017 vs. Average CY 2016 Total 360° Audience (% change)</b>
110 W	2,781	110 Muscle & Fitness	-9.1%
111 Saveur	2,701	111 O, The Oprah Magazine	-10.3%
112 Bicycling	2,623	112 Sunset	-10.4%
113 Street Rodder	2,617	113 Real Simple	-10.5%
114 Discover	2,585	114 Star	-10.9%
115 Yoga Journal	2,535	115 StyleWatch	-12.5%
116 Cycle World	2,286	116 Esquire	-12.7%
117 Car Craft	2,267	117 InStyle	-12.7%
118 domino	2,239	118 Mother Earth News	-13.8%
119 Backpacker	1,852	119 Midwest Living	-14.4%
120 Motorcyclist	1,731	120 Cooking Light	-14.8%
121 Dirt Rider	1,575	121 Us Weekly	-16.6%
122 Veranda	1,504	122 Fast Company	-17.4%
123 Ski	1,404	123 Playboy	-31.7%
124 Flying	1,263	124 OK! Magazine	-36.6%