



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	February 2018 Total 360° Audience (000)	Magazine Brand	February 2018 vs. February 2017 Total 360° Audience (% change)
1 ESPN The Magazine	90,770	1 Entrepreneur	73%
2 People	81,103	2 Money	55%
3 WebMD Magazine	61,656	3 Elle Decor	47%
4 Time	60,065	4 W	44%
5 AARP	47,409	5 Motorcyclist	40%
6 Allrecipes	45,592	6 AFAR	40%
7 Better Homes and Gardens	43,550	7 Saveur	39%
8 Sports Illustrated	42,688	8 Harper's Bazaar	38%
9 National Geographic	40,117	9 Popular Science	34%
10 Cosmopolitan	32,234	10 FamilyFun	31%
11 New York Magazine	31,728	11 New York Magazine	31%
12 Good Housekeeping	31,519	12 Reader's Digest	27%
13 Reader's Digest	29,991	13 Flying	27%
14 Us Weekly	29,388	14 Time	25%
15 Entertainment Weekly	27,310	15 Wired	24%
16 Taste of Home	26,163	16 Sports Illustrated	22%
17 Vanity Fair	25,494	17 Food & Wine	19%
18 Bon Appétit/Epicurious	23,000	18 Golf Digest	19%
19 Country Living	22,641	19 The Family Handyman	19%
20 The Atlantic	22,628	20 Architectural Digest	18%
21 Southern Living	21,441	21 Fortune	16%
22 The New Yorker	20,191	22 Town & Country	15%
23 Vogue	20,138	23 4 Wheel & Off Road	14%
24 Men's Health	19,199	24 Backpacker	14%
25 Women's Health	18,672	25 Outdoor Life	14%

February 2018 Total 360° Audience (000)		February 2018 vs. February 2017 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
26 Wired	18,223	26 Taste of Home	13%
27 Parents	17,949	27 Good Housekeeping	13%
28 Entrepreneur	17,731	28 Brides	12%
29 GQ	17,580	29 This Old House	12%
30 Woman's Day	17,546	30 Texas Monthly	11%
31 Glamour	17,455	31 domino	10%
32 Health	16,853	32 Coastal Living	10%
33 Food Network Magazine	16,691	33 HGTV Magazine	9%
34 Fortune	16,446	34 Outside	9%
35 Car and Driver	15,607	35 Diabetic Living	9%
36 Money	15,358	36 Vogue	8%
37 Martha Stewart Living	14,901	37 WebMD Magazine	8%
38 Harper's Bazaar	14,276	38 AARP	8%
39 Smithsonian	13,794	39 National Geographic Traveler	8%
40 Prevention	13,782	40 Guns & Ammo	6%
41 Allure	13,638	41 Discover	5%
42 InStyle	13,250	42 Departures	5%
43 Real Simple	13,240	43 Road & Track	4%
44 Popular Science	13,235	44 ESPN The Magazine	4%
45 Family Circle	13,141	45 Bon Appétit/Epicurious	4%
46 Shape	13,082	46 Motor Trend	4%
47 National Geographic Traveler	12,971	47 Esquire	4%
48 Cooking Light	12,855	48 EatingWell	3%
49 Food & Wine	12,826	49 Prevention	3%
50 Travel + Leisure	12,632	50 Fast Company	3%
51 Elle	12,606	51 Smithsonian	2%
52 Guns & Ammo	12,269	52 Southern Living	2%
53 O, The Oprah Magazine	11,778	53 Traditional Home	2%
54 Esquire	11,628	54 Yoga Journal	2%

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55 Popular Mechanics	11,514	55 Car Craft	1%
56 Marie Claire	11,177	56 Dirt Rider	1%
57 HGTV Magazine	10,935	57 National Geographic	1%
58 Field & Stream	10,899	58 Soap Opera Digest	1%
59 Motor Trend	10,886	59 People	1%
60 EatingWell	10,520	60 National Geographic Kids	0%
61 This Old House	9,954	61 Petersen's Hunting	0%
62 The Family Handyman	9,673	62 In-Fisherman	0%
63 Seventeen	9,361	63 Field & Stream	0%
64 Golf Digest	9,141	64 Marie Claire	0%
65 Muscle & Fitness	8,529	65 Vanity Fair	-1%
66 Brides	8,364	66 People en Español	-1%
67 Condé Nast Traveler	8,267	67 Automobile	-1%
68 Town & Country	8,125	68 Health	-2%
69 House Beautiful	8,028	69 Women's Health	-2%
70 Outdoor Life	7,932	70 Rachael Ray Every Day	-2%
71 People en Español	7,895	71 Hot Rod	-3%
72 Fast Company	7,803	72 Travel + Leisure	-3%
73 National Geographic Kids	7,705	73 Country Living	-3%
74 Redbook	7,590	74 InStyle	-3%
75 Diabetic Living	7,084	75 Game & Fish	-3%
76 Architectural Digest	6,750	76 O, The Oprah Magazine	-4%
77 Game & Fish	6,655	77 Cooking Light	-5%
78 Kraft Food & Family	6,621	78 Cosmopolitan	-5%
79 Departures	6,472	79 The New Yorker	-5%
80 Rachael Ray Every Day	6,388	80 Veranda	-6%
81 The Economist	5,988	81 Car and Driver	-6%
82 OK! Magazine	5,974	82 House Beautiful	-6%
83 National Enquirer	5,954	83 The Atlantic	-6%

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84 Hot Rod	5,800	84 Ski	-7%
85 Road & Track	5,703	85 Street Rodder	-7%
86 Star	5,599	86 Seventeen	-7%
87 Coastal Living	5,559	87 Better Homes and Gardens	-8%
88 Runner's World	5,412	88 Parents	-8%
89 Birds & Blooms	5,323	89 Food Network Magazine	-8%
90 FamilyFun	4,938	90 Popular Mechanics	-8%
91 Outside	4,757	91 Muscle & Fitness	-8%
92 Petersen's Hunting	4,542	92 The Economist	-8%
93 Traditional Home	4,478	93 Mother Earth News	-9%
94 Elle Decor	4,458	94 Men's Health	-9%
95 Men's Journal	4,292	95 Birds & Blooms	-9%
96 Playboy	4,166	96 Martha Stewart Living	-9%
97 In-Fisherman	3,978	97 Redbook	-10%
98 W	3,776	98 Allure	-10%
99 Automobile	3,704	99 Us Weekly	-10%
100 Mother Earth News	3,415	100 Condé Nast Traveler	-13%
101 Midwest Living	3,384	101 Men's Journal	-13%
102 4 Wheel & Off Road	3,205	102 GQ	-13%
103 Texas Monthly	3,156	103 Entertainment Weekly	-13%
104 Soap Opera Digest	3,102	104 Allrecipes	-14%
105 Saveur	2,981	105 Cycle World	-14%
106 Yoga Journal	2,655	106 Midwest Living	-15%
107 Street Rodder	2,454	107 Shape	-15%
108 Discover	2,364	108 Star	-15%
109 Car Craft	2,324	109 Runner's World	-15%
110 Motorcyclist	2,180	110 Real Simple	-16%
111 Cycle World	2,124	111 Bicycling	-16%
112 Bicycling	2,105	112 Woman's Day	-18%

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113 domino	2,061	113 Family Circle	-19%
114 Backpacker	1,864	114 Glamour	-20%
115 Dirt Rider	1,552	115 National Enquirer	-23%
116 Veranda	1,407	116 OK! Magazine	-25%
117 Flying	1,361	117 Kraft Food & Family	-28%
118 Ski	1,339	118 Elle	-29%
119 AFAR	1,085	119 Playboy	-47%