



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	January 2017 Total 360° Audience (000)	Magazine Brand	January 2017 vs. January 2016 Total 360° Audience (% change)
1 ESPN The Magazine	98,252	1 Marie Claire	75.7%
2 People	79,293	2 Elle Decor	73.0%
3 Forbes	68,521	3 Teen Vogue	61.5%
4 Allrecipes	61,009	4 W	54.7%
5 WebMD Magazine	60,137	5 Autoweek	53.9%
6 Time	56,572	6 Vanity Fair	42.4%
7 Better Homes and Gardens	47,583	7 Elle	42.1%
8 AARP	45,205	8 New York Magazine	39.6%
9 National Geographic	41,115	9 Allure	39.3%
10 Sports Illustrated	35,969	10 GQ	38.4%
11 Cosmopolitan	33,613	11 The Atlantic	31.1%
12 Entertainment Weekly	32,723	12 Travel + Leisure	29.7%
13 Good Housekeeping	31,330	13 In-Fisherman	29.1%
14 New York Magazine	29,477	14 The New Yorker	28.5%
15 Vanity Fair	26,738	15 Smithsonian	27.2%
16 Bon Appétit/Epicurious	25,577	16 Self	23.2%
17 Reader's Digest	25,089	17 Harper's Bazaar	22.6%
18 Country Living	24,889	18 Golf Digest	18.6%
19 The Atlantic	24,388	19 National Geographic Traveler	18.0%
20 Taste of Home	23,495	20 Bicycling	17.8%
21 The New Yorker	21,556	21 4 Wheel & Off Road	16.7%
22 Southern Living	20,970	22 Yoga Journal	16.6%
23 Glamour	20,849	23 Condé Nast Traveler	16.4%
24 GQ	20,556	24 Diabetic Living	16.3%
25 Men's Health	20,465	25 Time	15.3%

Magazine Brand	January 2017 Total 360° Audience (000)	Magazine Brand	January 2017 vs. January 2016 Total 360° Audience (% change)
26 Woman's Day	20,437	26 Game & Fish	15.2%
27 Parents	19,927	27 Glamour	15.0%
28 Women's Health	19,139	28 Forbes	14.6%
29 Food Network Magazine	18,859	29 Shape	13.9%
30 Vogue	18,786	30 Ski	13.5%
31 Health	18,028	31 Field & Stream	13.1%
32 Elle	17,664	32 Car Craft	13.0%
33 Car and Driver	17,284	33 Wired	12.1%
34 Real Simple	16,882	34 Popular Science	11.0%
35 Martha Stewart Living	16,466	35 Street Rodder	10.8%
36 Family Circle	16,273	36 Good Housekeeping	10.8%
37 Wired	15,710	37 HGTV Magazine	10.6%
38 Shape	15,650	38 Men's Health	10.5%
39 Prevention	14,433	39 Backpacker	10.1%
40 InStyle	14,099	40 Country Living	10.1%
41 Allure	14,097	41 Vogue	9.6%
42 Esquire	13,835	42 Town & Country	9.5%
43 Cooking Light	13,818	43 Brides	9.5%
44 Travel + Leisure	13,658	44 Guns & Ammo	9.3%
45 Food & Wine	13,561	45 Traditional Home	8.6%
46 Smithsonian	13,345	46 Fit Pregnancy & Baby	8.1%
47 Men's Fitness	13,123	47 Women's Health	7.5%
48 Popular Mechanics	12,866	48 Golf Magazine	7.2%
49 O, The Oprah Magazine	12,793	49 National Geographic	6.8%
50 National Geographic Traveler	12,197	50 Architectural Digest	6.8%
51 Guns & Ammo	11,882	51 National Geographic Kids	6.7%
52 Marie Claire	11,869	52 Car and Driver	6.4%
53 Money	11,816	53 Allrecipes	5.9%

Magazine Brand	January 2017 Total 360° Audience (000)	Magazine Brand	January 2017 vs. January 2016 Total 360° Audience (% change)
54 Fortune	11,521	54 National Enquirer	5.6%
55 Essence	11,439	55 Reader's Digest	5.6%
56 EatingWell	11,414	56 Coastal Living	5.3%
57 Field & Stream	11,368	57 Ser Padres	5.2%
58 Harper's Bazaar	11,343	58 Cycle World	4.9%
59 Self	10,956	59 Motor Trend	4.6%
60 Motor Trend	10,943	60 Food Network Magazine	3.9%
61 Teen Vogue	10,879	61 Outdoor Life	3.7%
62 Seventeen	10,229	62 Money	3.6%
63 Redbook	10,180	63 House Beautiful	3.5%
64 HGTV Magazine	10,097	64 Essence	3.5%
65 Popular Science	10,068	65 Cosmopolitan	3.2%
66 Fit Pregnancy & Baby	9,709	66 Entertainment Weekly	3.2%
67 StyleWatch	9,626	67 Woman's Day	3.0%
68 Muscle & Fitness	9,316	68 Men's Fitness	2.6%
69 The Family Handyman	9,061	69 Redbook	2.5%
70 House Beautiful	8,823	70 EatingWell	2.4%
71 Kraft Food & Family	8,572	71 Discover	2.3%
72 Entrepreneur	8,462	72 Veranda	2.3%
73 This Old House	8,451	73 Flying	2.2%
74 Condé Nast Traveler	8,365	74 WebMD Magazine	1.8%
75 Brides	8,361	75 Departures	0.8%
76 People en Español	8,148	76 AARP	0.8%
77 National Geographic Kids	7,785	77 Better Homes and Gardens	0.5%
78 Playboy	7,774	78 Food & Wine	0.3%
79 OK! Magazine	7,764	79 The Family Handyman	0.3%
80 National Enquirer	7,617	80 Family Circle	-0.1%
81 Golf Digest	7,431	81 Rachael Ray Every Day	-0.5%

January 2017 Total 360° Audience (000)		January 2017 vs. January 2016 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
82 Fast Company	7,330	82 InStyle	-0.6%
83 Diabetic Living	7,033	83 Southern Living	-0.7%
84 Outdoor Life	6,898	84 Soap Opera Digest	-0.8%
85 Game & Fish	6,887	85 People en Español	-1.0%
86 Star	6,604	86 Bon Appétit/Epicurious	-1.9%
87 Departures	6,510	87 Road & Track	-2.1%
88 Golf Magazine	6,447	88 Siempre Mujer	-2.5%
89 Rachael Ray Every Day	6,436	89 Petersen's Hunting	-3.1%
90 Runner's World	6,279	90 ESPN The Magazine	-3.5%
91 Hot Rod	5,995	91 Dirt Rider	-3.6%
92 Road & Track	5,813	92 Popular Photography	-3.8%
93 Architectural Digest	5,718	93 Esquire	-3.8%
94 The Economist	5,580	94 Health	-4.0%
95 Sunset	5,493	95 Hot Rod	-4.2%
96 Town & Country	5,203	96 This Old House	-4.2%
97 Coastal Living	5,159	97 Popular Mechanics	-4.6%
98 Elle Decor	5,041	98 Sunset	-5.0%
99 Autoweek	4,644	99 Mother Earth News	-5.0%
100 Petersen's Hunting	4,528	100 Sports Illustrated	-5.7%
101 Traditional Home	4,414	101 Prevention	-6.2%
102 In-Fisherman	4,090	102 Automobile	-6.4%
103 Automobile	4,076	103 Parents	-7.2%
104 Midwest Living	4,040	104 People	-8.1%
105 Mother Earth News	4,030	105 Kraft Food & Family	-8.5%
106 FamilyFun	3,664	106 Muscle & Fitness	-8.9%
107 4 Wheel & Off Road	3,207	107 StyleWatch	-9.0%
108 Saveur	3,143	108 The Economist	-9.6%
109 Soap Opera Digest	3,142	109 Real Simple	-9.8%

Magazine Brand	January 2017 Total 360° Audience (000)	Magazine Brand	January 2017 vs. January 2016 Total 360° Audience (% change)
110 Texas Monthly	3,117	110 Seventeen	-11.3%
111 W	3,029	111 FamilyFun	-11.8%
112 Bicycling	2,858	112 Midwest Living	-12.5%
113 Street Rodder	2,672	113 O, The Oprah Magazine	-12.8%
114 Yoga Journal	2,614	114 Runner's World	-13.7%
115 Cycle World	2,382	115 Motorcyclist	-14.7%
116 Discover	2,351	116 Star	-14.8%
117 Car Craft	2,302	117 Texas Monthly	-16.7%
118 Ser Padres	2,183	118 Taste of Home	-16.9%
119 domino	2,093	119 Saveur	-17.0%
120 NYLON	2,055	120 Martha Stewart Living	-18.8%
121 Siempre Mujer	2,030	121 Fortune	-20.8%
122 Popular Photography	1,860	122 domino	-20.9%
123 Ski	1,600	123 Fast Company	-21.0%
124 Motorcyclist	1,538	124 Cooking Light	-23.9%
125 Dirt Rider	1,518	125 Entrepreneur	-26.7%
126 Backpacker	1,438	126 Playboy	-27.2%
127 Veranda	1,285	127 OK! Magazine	-43.8%
128 Flying	1,141	128 NYLON	-57.0%