



# MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	January 2018 Total 360° Audience (000)	Magazine Brand	January 2018 vs. January 2017 Total 360° Audience (% change)
1 ESPN The Magazine	99,902	1 Entrepreneur	114%
2 People	84,833	2 Fortune	63%
3 WebMD Magazine	64,772	3 Town & Country	48%
4 Allrecipes	53,375	4 W	48%
5 AARP	49,081	5 Motorcyclist	46%
6 Time	47,788	6 Backpacker	32%
7 Better Homes and Gardens	46,079	7 FamilyFun	31%
8 National Geographic	40,583	8 Popular Science	28%
9 Sports Illustrated	40,054	9 Brides	26%
10 Good Housekeeping	31,897	10 Taste of Home	21%
11 Entertainment Weekly	31,712	11 Saveur	21%
12 Us Weekly	31,541	12 This Old House	20%
13 Cosmopolitan	31,032	13 Wired	20%
14 New York Magazine	30,593	14 Golf Digest	19%
15 Taste of Home	28,453	15 Flying	18%
16 Vanity Fair	26,516	16 Outside	17%
17 Bon Appétit/Epicurious	25,368	17 Outdoor Life	15%
18 Reader's Digest	25,205	18 The Family Handyman	14%
19 Country Living	23,692	19 Architectural Digest	14%
20 The Atlantic	23,078	20 Money	14%
21 Southern Living	22,213	21 Discover	14%
22 Men's Health	20,612	22 4 Wheel & Off Road	13%
23 Vogue	20,185	23 Sports Illustrated	11%
24 Women's Health	19,767	24 Harper's Bazaar	11%

Magazine Brand	January 2018 Total 360° Audience (000)	Magazine Brand	January 2018 vs. January 2017 Total 360° Audience (% change)
25 Wired	18,879	25 Coastal Living	10%
26 Fortune	18,725	26 HGTV Magazine	10%
27 Parents	18,572	27 Diabetic Living	9%
28 Glamour	18,484	28 AARP	9%
29 Entrepreneur	18,138	29 Veranda	8%
30 Woman's Day	18,063	30 Vogue	7%
31 The New Yorker	18,010	31 Dirt Rider	7%
32 Health	17,376	32 People	7%
33 Food Network Magazine	17,229	33 National Geographic Traveler	7%
34 GQ	16,896	34 WebMD Magazine	6%
35 Car and Driver	16,746	35 Yoga Journal	6%
36 Martha Stewart Living	16,221	36 Smithsonian	6%
37 Prevention	15,195	37 Southern Living	6%
38 Travel + Leisure	14,425	38 Travel + Leisure	6%
39 Smithsonian	14,138	39 Fast Company	5%
40 InStyle	14,113	40 Prevention	5%
41 Shape	14,077	41 Condé Nast Traveler	5%
42 Food & Wine	13,819	42 Soap Opera Digest	4%
43 Allure	13,794	43 New York Magazine	4%
44 Cooking Light	13,741	44 Guns & Ammo	4%
45 Real Simple	13,611	45 Women's Health	3%
46 Money	13,463	46 Traditional Home	2%
47 Family Circle	13,228	47 EatingWell	2%
48 National Geographic Traveler	13,018	48 Food & Wine	2%
49 Popular Science	12,841	49 Good Housekeeping	2%
50 Popular Mechanics	12,613	50 Car Craft	1%
51 Harper's Bazaar	12,587	51 Bon Appétit/Epicurious	1%
52 Guns & Ammo	12,308	52 Departures	1%

Magazine Brand	January 2018 Total 360° Audience (000)	Magazine Brand	January 2018 vs. January 2017 Total 360° Audience (% change)
53 O, The Oprah Magazine	12,075	53 Reader's Digest	0%
54 Elle	12,018	54 Petersen's Hunting	0%
55 EatingWell	11,645	55 Rachael Ray Every Day	0%
56 Field & Stream	11,103	56 InStyle	0%
57 HGTV Magazine	11,077	57 domino	0%
58 Motor Trend	10,859	58 Men's Health	0%
59 The Family Handyman	10,354	59 Texas Monthly	0%
60 This Old House	10,169	60 Cooking Light	-1%
61 Seventeen	9,674	61 National Geographic Kids	-1%
62 Brides	9,532	62 Motor Trend	-1%
63 Esquire	9,445	63 Vanity Fair	-1%
64 Marie Claire	9,312	64 In-Fisherman	-1%
65 Muscle & Fitness	9,035	65 National Geographic	-1%
66 Redbook	8,918	66 Martha Stewart Living	-1%
67 Golf Digest	8,849	67 Elle Decor	-2%
68 Condé Nast Traveler	8,757	68 Popular Mechanics	-2%
69 House Beautiful	8,259	69 ESPN The Magazine	-2%
70 People en Español	7,941	70 Allure	-2%
71 Outdoor Life	7,930	71 Field & Stream	-2%
72 National Geographic Kids	7,741	72 People en Español	-3%
73 Fast Company	7,715	73 Hot Rod	-3%
74 Town & Country	7,709	74 Game & Fish	-3%
75 Kraft Food & Family	7,703	75 Muscle & Fitness	-3%
76 Diabetic Living	7,109	76 Entertainment Weekly	-3%
77 Game & Fish	6,682	77 Car and Driver	-3%
78 Departures	6,560	78 Better Homes and Gardens	-3%
79 Architectural Digest	6,518	79 Road & Track	-3%
80 Rachael Ray Every Day	6,461	80 Health	-4%

Magazine Brand	January 2018 Total 360° Audience (000)	Magazine Brand	January 2018 vs. January 2017 Total 360° Audience (% change)
81 OK! Magazine	6,146	81 Country Living	-5%
82 National Enquirer	6,016	82 The Atlantic	-5%
83 Hot Rod	5,826	83 Seventeen	-5%
84 Runner's World	5,725	84 O, The Oprah Magazine	-6%
85 Coastal Living	5,668	85 The Economist	-6%
86 The Economist	5,642	86 Automobile	-6%
87 Road & Track	5,615	87 House Beautiful	-6%
88 Star	5,598	88 Parents	-7%
89 Birds & Blooms	5,334	89 Street Rodder	-7%
90 Outside	5,029	90 Cosmopolitan	-8%
91 FamilyFun	4,957	91 Men's Journal	-8%
92 Elle Decor	4,942	92 Food Network Magazine	-9%
93 Petersen's Hunting	4,570	93 Runner's World	-9%
94 Traditional Home	4,506	94 Us Weekly	-9%
95 Playboy	4,322	95 Shape	-10%
96 Men's Journal	4,187	96 Kraft Food & Family	-10%
97 In-Fisherman	4,069	97 Glamour	-11%
98 W	4,036	98 Woman's Day	-12%
99 Automobile	3,822	99 Cycle World	-12%
100 Midwest Living	3,427	100 Redbook	-12%
101 Mother Earth News	3,195	101 Allrecipes	-13%
102 4 Wheel & Off Road	3,171	102 Birds & Blooms	-14%
103 Soap Opera Digest	3,170	103 Midwest Living	-15%
104 Texas Monthly	3,037	104 Star	-15%
105 Saveur	2,787	105 Time	-16%
106 Yoga Journal	2,782	106 Ski	-16%
107 Discover	2,556	107 The New Yorker	-16%
108 Street Rodder	2,476	108 GQ	-18%

Magazine Brand	January 2018 Total 360° Audience (000)	Magazine Brand	January 2018 vs. January 2017 Total 360° Audience (% change)
109 Car Craft	2,334	109 Family Circle	-19%
110 Motorcyclist	2,251	110 Real Simple	-19%
111 Bicycling	2,143	111 Mother Earth News	-21%
112 Cycle World	2,091	112 OK! Magazine	-21%
113 domino	2,090	113 National Enquirer	-21%
114 Backpacker	1,901	114 Marie Claire	-22%
115 Dirt Rider	1,628	115 Bicycling	-25%
116 Veranda	1,414	116 Esquire	-32%
117 Flying	1,348	117 Elle	-32%
118 Ski	1,344	118 Playboy	-44%