



# MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	June 2017 Total 360° Audience (000)	Magazine Brand	June 2017 vs. June 2016 Total 360° Audience (% change)
1 ESPN The Magazine	92,517	1 Entrepreneur	59.8%
2 People	73,154	2 W	56.9%
3 Forbes	68,417	3 Teen Vogue	40.4%
4 WebMD Magazine	59,103	4 Architectural Digest	38.6%
5 Better Homes and Gardens	47,836	5 Discover	35.1%
6 Allrecipes	46,632	6 Popular Science	31.5%
7 AARP	45,356	7 Texas Monthly	26.9%
8 Time	43,939	8 Traditional Home	26.7%
9 National Geographic	41,565	9 Coastal Living	22.9%
10 Sports Illustrated	32,068	10 Elle Decor	22.8%
11 Cosmopolitan	30,975	11 Condé Nast Traveler	22.4%
12 Good Housekeeping	29,429	12 domino	21.3%
13 Us Weekly	27,324	13 Wired	20.8%
14 Entertainment Weekly	26,712	14 Travel + Leisure	20.8%
15 Reader's Digest	25,249	15 Road & Track	19.5%
16 Bon Appétit/Epicurious	22,911	16 Town & Country	19.4%
17 Southern Living	22,284	17 Forbes	17.2%
18 Taste of Home	22,027	18 Allure	17.1%
19 Country Living	21,921	19 National Geographic Traveler	16.9%
20 New York Magazine	21,046	20 Marie Claire	16.7%
21 Parents	20,879	21 In-Fisherman	16.4%
22 Men's Health	20,706	22 Autoweek	15.8%
23 Vanity Fair	20,393	23 Automobile	15.7%
24 Women's Health	19,784	24 Flying	14.1%

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25 The Atlantic	19,398	25 Brides	12.3%
26 Glamour	18,934	26 4 Wheel & Off Road	12.3%
27 Woman's Day	18,601	27 Vanity Fair	12.1%
28 Vogue	17,652	28 The Atlantic	11.4%
29 Wired	17,246	29 Veranda	11.2%
30 Entrepreneur	16,743	30 Motor Trend	10.2%
31 Food Network Magazine	16,626	31 Field & Stream	10.0%
32 Health	16,443	32 Backpacker	10.0%
33 Car and Driver	16,405	33 The Family Handyman	9.9%
34 Martha Stewart Living	15,643	34 Men's Health	9.3%
35 The New Yorker	15,297	35 Smithsonian	9.1%
36 GQ	15,290	36 HGTV Magazine	8.8%
37 Family Circle	15,136	37 Golf Digest	8.5%
38 Fortune	15,016	38 Diabetic Living	8.4%
39 Real Simple	14,066	39 FamilyFun	8.3%
40 Prevention	13,651	40 Southern Living	7.6%
41 Popular Mechanics	13,590	41 Elle	7.6%
42 Food & Wine	13,508	42 Women's Health	7.5%
43 Allure	13,105	43 Guns & Ammo	7.2%
44 Shape	13,061	44 EatingWell	7.2%
45 InStyle	12,894	45 Soap Opera Digest	6.8%
46 National Geographic Traveler	12,872	46 Fortune	6.5%
47 Travel + Leisure	12,817	47 Departures	6.4%
48 O, The Oprah Magazine	12,464	48 The Economist	6.3%
49 Elle	12,444	49 National Geographic	5.9%
50 Cooking Light	12,399	50 Country Living	5.6%
51 Smithsonian	12,156	51 Yoga Journal	5.1%
52 Men's Fitness	11,860	52 Parents	5.1%

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53 Guns & Ammo	11,755	53 Glamour	4.6%
54 Popular Science	11,737	54 GQ	4.4%
55 Field & Stream	11,159	55 Reader's Digest	4.4%
56 Motor Trend	10,876	56 Car Craft	4.2%
57 Essence	10,723	57 Street Rodder	3.3%
58 The Family Handyman	10,482	58 Car and Driver	2.8%
59 EatingWell	10,475	59 Food & Wine	2.6%
60 HGTV Magazine	10,333	60 Golf Magazine	2.0%
61 Teen Vogue	10,168	61 Dirt Rider	1.9%
62 Seventeen	9,967	62 National Geographic Kids	1.3%
63 Marie Claire	9,887	63 AARP	1.0%
64 Esquire	9,818	64 Popular Mechanics	0.9%
65 Golf Digest	9,381	65 Bon Appétit/Epicurious	0.8%
66 This Old House	9,363	66 Better Homes and Gardens	0.4%
67 Money	9,271	67 Essence	0.0%
68 Fit Pregnancy & Baby	8,932	68 Outdoor Life	-0.4%
69 Muscle & Fitness	8,822	69 Good Housekeeping	-0.5%
70 Kraft Food & Family	8,590	70 Time	-0.7%
71 House Beautiful	8,523	71 WebMD Magazine	-1.4%
72 Harper's Bazaar	8,488	72 Allrecipes	-1.8%
73 Condé Nast Traveler	8,426	73 House Beautiful	-2.1%
74 Brides	8,184	74 Real Simple	-2.2%
75 StyleWatch	8,015	75 Health	-2.3%
76 Golf Magazine	7,994	76 Fit Pregnancy & Baby	-2.4%
77 Fast Company	7,984	77 Game & Fish	-2.4%
78 People en Español	7,803	78 Prevention	-3.2%
79 Redbook	7,742	79 Money	-3.3%
80 National Geographic Kids	7,567	80 Hot Rod	-3.6%

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81 OK! Magazine	7,168	81 Ski	-4.1%
82 National Enquirer	7,154	82 Runner's World	-4.4%
83 Diabetic Living	7,102	83 Vogue	-4.5%
84 Outdoor Life	6,918	84 National Enquirer	-4.5%
85 Runner's World	6,870	85 Taste of Home	-4.6%
86 Game & Fish	6,717	86 Saveur	-4.6%
87 Architectural Digest	6,612	87 New York Magazine	-4.9%
88 Star	6,575	88 Sports Illustrated	-5.9%
89 Departures	6,529	89 People en Español	-6.0%
90 The Economist	6,338	90 Motorcyclist	-6.0%
91 Rachael Ray Every Day	6,144	91 Men's Fitness	-6.0%
92 Playboy	5,989	92 Shape	-6.1%
93 Coastal Living	5,921	93 Martha Stewart Living	-6.2%
94 Hot Rod	5,869	94 Harper's Bazaar	-6.4%
95 Sunset	5,779	95 Food Network Magazine	-6.9%
96 Road & Track	5,678	96 Family Circle	-7.1%
97 Town & Country	5,123	97 ESPN The Magazine	-7.6%
98 Traditional Home	4,916	98 Petersen's Hunting	-8.1%
99 FamilyFun	4,524	99 Woman's Day	-8.2%
100 Petersen's Hunting	4,382	100 Star	-8.5%
101 Automobile	4,151	101 This Old House	-8.6%
102 In-Fisherman	4,123	102 Redbook	-9.0%
103 Midwest Living	3,920	103 People	-9.0%
104 Autoweek	3,708	104 Cosmopolitan	-9.0%
105 Elle Decor	3,523	105 Bicycling	-9.2%
106 Texas Monthly	3,313	106 StyleWatch	-10.1%
107 Mother Earth News	3,191	107 Muscle & Fitness	-10.2%
108 4 Wheel & Off Road	3,144	108 Kraft Food & Family	-10.3%

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109 Soap Opera Digest	3,123	109 O, The Oprah Magazine	-10.5%
110 Discover	2,940	110 Ser Padres	-10.8%
111 Saveur	2,791	111 Sunset	-11.6%
112 W	2,780	112 Entertainment Weekly	-11.8%
113 Bicycling	2,734	113 Rachael Ray Every Day	-12.2%
114 domino	2,697	114 The New Yorker	-13.5%
115 Street Rodder	2,671	115 Midwest Living	-13.6%
116 Yoga Journal	2,477	116 Us Weekly	-15.3%
117 Car Craft	2,240	117 InStyle	-15.3%
118 Cycle World	2,152	118 Fast Company	-16.3%
119 Ser Padres	2,007	119 Seventeen	-16.8%
120 Backpacker	1,955	120 Esquire	-18.2%
121 NYLON	1,844	121 Cycle World	-18.8%
122 Motorcyclist	1,681	122 NYLON	-19.2%
123 Veranda	1,598	123 Cooking Light	-21.3%
124 Dirt Rider	1,506	124 Playboy	-25.5%
125 Flying	1,347	125 Mother Earth News	-29.7%
126 Ski	1,343	126 OK! Magazine	-30.2%