



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	June 2018 Total 360° Audience (000)	Magazine Brand	June 2018 vs. June 2017 Total 360° Audience (% change)
1 People	90,922	1 Motorcyclist	110%
2 ESPN The Magazine	88,167	2 Town & Country	109%
3 WebMD Magazine	55,962	3 Harper's Bazaar	88%
4 AARP	48,321	4 New York Magazine	74%
5 Time	47,876	5 Saveur	73%
6 Allrecipes	46,144	6 Men's Journal	69%
7 Better Homes and Gardens	42,005	7 AFAR	50%
8 Good Housekeeping	39,543	8 Money	41%
9 National Geographic	38,001	9 Good Housekeeping	34%
10 New York Magazine	36,797	10 Esquire	31%
11 Cosmopolitan	35,198	11 Elle	27%
12 Sports Illustrated	32,582	12 Brides	25%
13 Us Weekly	27,298	13 People	24%
14 Reader's Digest	26,191	14 The New Yorker	24%
15 Taste of Home	25,913	15 Marie Claire	21%
16 Bon Appétit/Epicurious	24,687	16 Taste of Home	19%
17 Country Living	24,168	17 Golf Digest	19%
18 Entertainment Weekly	23,081	18 This Old House	17%
19 Southern Living	22,060	19 Elle Decor	16%
20 Vanity Fair	21,343	20 Outside	16%
21 Women's Health	21,150	21 Vogue	15%
22 Vogue	20,339	22 Cosmopolitan	14%
23 Men's Health	19,560	23 Mother Earth News	11%
24 The New Yorker	18,915	24 HGTV Magazine	11%
25 The Atlantic	18,010	25 Country Living	10%

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26 Woman's Day	17,396	26 W	10%
27 Glamour	16,997	27 O, The Oprah Magazine	10%
28 Food Network Magazine	16,912	28 House Beautiful	9%
29 Parents	16,737	29 Time	9%
30 Harper's Bazaar	15,972	30 Redbook	9%
31 Health	15,859	31 Yoga Journal	8%
32 Elle	15,794	32 Outdoor Life	8%
33 Martha Stewart Living	15,475	33 Condé Nast Traveler	8%
34 Car and Driver	15,369	34 Bon Appétit/Epicurious	8%
35 GQ	15,164	35 Car Craft	7%
36 Wired	14,877	36 Diabetic Living	7%
37 Popular Mechanics	14,365	37 Popular Science	7%
38 Fortune	14,239	38 AARP	7%
39 Real Simple	14,061	39 Reader's Digest	6%
40 O, The Oprah Magazine	13,672	40 Kraft Food & Family	6%
41 Food & Wine	13,658	41 Popular Mechanics	6%
42 Travel + Leisure	13,400	42 Rachael Ray Every Day	5%
43 Allure	13,148	43 Women's Health	5%
44 Money	13,118	44 The Family Handyman	5%
45 Esquire	12,894	45 Vanity Fair	5%
46 InStyle	12,851	46 Travel + Leisure	5%
47 Popular Science	12,559	47 Departures	4%
48 Shape	12,300	48 OK! Magazine	4%
49 Prevention	12,174	49 People en Español	2%
50 Cooking Light	12,032	50 Food Network Magazine	2%
51 Family Circle	12,027	51 Sports Illustrated	2%
52 Marie Claire	11,957	52 Backpacker	1%
53 National Geographic Traveler	11,843	53 Food & Wine	1%
54 Guns & Ammo	11,609	54 Allure	0%

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55 HGTV Magazine	11,497	55 Petersen's Hunting	0%
56 Smithsonian	11,203	56 Real Simple	0%
57 Golf Digest	11,142	57 Us Weekly	0%
58 This Old House	10,999	58 Birds & Blooms	0%
59 The Family Handyman	10,707	59 InStyle	0%
60 Town & Country	10,685	60 GQ	-1%
61 Field & Stream	10,414	61 Southern Living	-1%
62 Brides	10,215	62 Martha Stewart Living	-1%
63 EatingWell	10,029	63 Guns & Ammo	-1%
64 Motor Trend	9,813	64 Allrecipes	-1%
65 Seventeen	9,377	65 Road & Track	-1%
66 House Beautiful	9,306	66 National Geographic Kids	-3%
67 Kraft Food & Family	9,129	67 Cooking Light	-3%
68 Condé Nast Traveler	9,100	68 Fast Company	-3%
69 Redbook	8,400	69 Hot Rod	-3%
70 People en Español	7,957	70 Health	-4%
71 Muscle & Fitness	7,854	71 EatingWell	-4%
72 Men's Journal	7,734	72 ESPN The Magazine	-5%
73 Fast Company	7,730	73 Fortune	-5%
74 Entrepreneur	7,597	74 WebMD Magazine	-5%
75 Outdoor Life	7,478	75 Shape	-6%
76 OK! Magazine	7,428	76 Seventeen	-6%
77 National Geographic Kids	7,354	77 Coastal Living	-6%
78 Diabetic Living	7,050	78 FamilyFun	-6%
79 Departures	6,782	79 Car and Driver	-6%
80 Rachael Ray Every Day	6,479	80 Woman's Day	-6%
81 National Enquirer	6,007	81 Field & Stream	-7%
82 Birds & Blooms	5,762	82 The Atlantic	-7%
83 Hot Rod	5,673	83 Men's Health	-8%

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84 Outside	5,649	84 Smithsonian	-8%
85 Road & Track	5,602	85 National Geographic Traveler	-8%
86 Game & Fish	5,587	86 National Geographic	-9%
87 Coastal Living	5,568	87 Motor Trend	-10%
88 Architectural Digest	5,561	88 Four Wheeler Group	-10%
89 Runner's World	5,273	89 Glamour	-10%
90 Star	5,264	90 Street Rodder	-11%
91 Four Wheeler Group	5,180	91 Muscle & Fitness	-11%
92 The Economist	4,863	92 Midwest Living	-12%
93 Petersen's Hunting	4,386	93 Better Homes and Gardens	-12%
94 FamilyFun	4,245	94 In-Fisherman	-12%
95 Elle Decor	4,099	95 Discover	-12%
96 Traditional Home	3,911	96 Prevention	-13%
97 Playboy	3,684	97 Entertainment Weekly	-14%
98 In-Fisherman	3,614	98 Wired	-14%
99 Mother Earth News	3,557	99 Automobile	-15%
100 Motorcyclist	3,531	100 Architectural Digest	-16%
101 Automobile	3,525	101 National Enquirer	-16%
102 Midwest Living	3,445	102 Ski	-17%
103 Saveur	3,430	103 Game & Fish	-17%
104 W	3,389	104 Bicycling	-17%
105 Yoga Journal	2,686	105 Parents	-20%
106 Car Craft	2,406	106 Star	-20%
107 Street Rodder	2,383	107 Traditional Home	-20%
108 Discover	2,367	108 Family Circle	-21%
109 Bicycling	2,353	109 The Economist	-22%
110 domino	2,068	110 domino	-23%
111 Backpacker	1,980	111 Runner's World	-25%
112 AFAR	1,303	112 Veranda	-30%

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113 Veranda	1,123	113 Playboy	-38%
114 Ski	1,121	114 Entrepreneur	-55%