



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	March 2018 Total 360° Audience (000)	Magazine Brand	March 2018 vs. March 2017 Total 360° Audience (% change)
1 ESPN The Magazine	96,513	1 Entrepreneur	87%
2 People	77,999	2 W	52%
3 WebMD Magazine	60,849	3 Money	48%
4 Time	58,124	4 AFAR	41%
5 AARP	49,359	5 Town & Country	39%
6 Allrecipes	46,210	6 Motorcyclist	35%
7 Better Homes and Gardens	45,152	7 FamilyFun	31%
8 National Geographic	41,507	8 Saveur	31%
9 Cosmopolitan	36,217	9 Time	29%
10 Sports Illustrated	32,934	10 domino	27%
11 Good Housekeeping	32,585	11 New York Magazine	25%
12 New York Magazine	31,195	12 Brides	23%
13 Us Weekly	28,588	13 Popular Science	22%
14 Taste of Home	28,246	14 Flying	21%
15 Entertainment Weekly	27,395	15 Harper's Bazaar	19%
16 Vanity Fair	25,709	16 This Old House	15%
17 Reader's Digest	24,876	17 Vogue	14%
18 Country Living	23,773	18 Smithsonian	14%
19 Bon Appétit/Epicurious	23,458	19 Coastal Living	13%
20 Southern Living	22,620	20 4 Wheel & Off Road	13%
21 Vogue	21,634	21 Esquire	13%
22 The Atlantic	21,017	22 Taste of Home	12%
23 The New Yorker	19,903	23 Outdoor Life	12%
24 Men's Health	19,349	24 Architectural Digest	11%
25 Women's Health	19,244	25 Fast Company	11%

**March 2018
Total 360° Audience
(000)**

**March 2018 vs. March
2017 Total 360° Audience
(% change)**

Magazine Brand	Total 360° Audience (000)
26 Glamour	18,237
27 Woman's Day	18,074
28 Entrepreneur	17,946
29 Parents	17,649
30 Health	17,526
31 GQ	17,448
32 Wired	17,183
33 Food Network Magazine	16,978
34 Martha Stewart Living	16,654
35 Car and Driver	16,105
36 Fortune	16,079
37 Money	15,215
38 Allure	15,017
39 Elle	14,772
40 Smithsonian	14,410
41 InStyle	13,990
42 Prevention	13,806
43 Travel + Leisure	13,634
44 Food & Wine	13,616
45 Cooking Light	13,438
46 Shape	13,341
47 Popular Mechanics	13,331
48 Real Simple	13,249
49 Family Circle	13,189
50 National Geographic Traveler	13,113
51 Popular Science	12,967
52 Guns & Ammo	12,271
53 O, The Oprah Magazine	12,118
54 Harper's Bazaar	11,952

Magazine Brand	% change
26 Allure	11%
27 Golf Digest	11%
28 Cosmopolitan	11%
29 AARP	10%
30 Departures	10%
31 Yoga Journal	10%
32 Outside	10%
33 HGTV Magazine	10%
34 Texas Monthly	9%
35 Diabetic Living	9%
36 GQ	8%
37 Backpacker	8%
38 Marie Claire	8%
39 National Geographic Traveler	7%
40 Elle Decor	7%
41 The Family Handyman	7%
42 Bon Appétit/Epicurious	6%
43 Wired	6%
44 Reader's Digest	6%
45 The Atlantic	6%
46 Us Weekly	5%
47 Guns & Ammo	5%
48 Southern Living	4%
49 Vanity Fair	4%
50 InStyle	3%
51 Good Housekeeping	3%
52 Popular Mechanics	3%
53 Travel + Leisure	3%
54 Elle	2%

Magazine Brand	March 2018 Total 360° Audience (000)	Magazine Brand	March 2018 vs. March 2017 Total 360° Audience (% change)
55 Esquire	11,572	55 Soap Opera Digest	2%
56 EatingWell	11,103	56 Sports Illustrated	2%
57 HGTV Magazine	10,873	57 EatingWell	2%
58 Field & Stream	10,785	58 Traditional Home	2%
59 This Old House	10,399	59 Entertainment Weekly	1%
60 Marie Claire	10,376	60 Petersen's Hunting	0%
61 Motor Trend	10,331	61 Car Craft	0%
62 The Family Handyman	9,996	62 In-Fisherman	0%
63 Seventeen	9,657	63 National Geographic Kids	0%
64 Brides	9,398	64 People	0%
65 Condé Nast Traveler	9,211	65 Food & Wine	0%
66 Golf Digest	9,064	66 National Geographic	0%
67 Town & Country	8,825	67 Road & Track	0%
68 House Beautiful	8,414	68 Health	-1%
69 Muscle & Fitness	8,411	69 The New Yorker	-1%
70 Redbook	8,185	70 Martha Stewart Living	-1%
71 Fast Company	8,038	71 WebMD Magazine	-1%
72 People en Español	7,858	72 Motor Trend	-2%
73 Kraft Food & Family	7,830	73 Automobile	-2%
74 National Geographic Kids	7,811	74 People en Español	-2%
75 Outdoor Life	7,775	75 Field & Stream	-2%
76 Diabetic Living	7,123	76 Cooking Light	-3%
77 Departures	6,844	77 ESPN The Magazine	-3%
78 Game & Fish	6,741	78 Prevention	-4%
79 Rachael Ray Every Day	6,424	79 Country Living	-4%
80 Architectural Digest	6,359	80 Game & Fish	-4%
81 OK! Magazine	6,330	81 Women's Health	-4%
82 The Economist	6,115	82 Hot Rod	-4%
83 National Enquirer	5,984	83 Rachael Ray Every Day	-4%

Magazine Brand	March 2018 Total 360° Audience (000)	Magazine Brand	March 2018 vs. March 2017 Total 360° Audience (% change)
84 Coastal Living	5,793	84 Seventeen	-5%
85 Runner's World	5,761	85 Better Homes and Gardens	-5%
86 Hot Rod	5,754	86 Food Network Magazine	-6%
87 Star	5,585	87 Car and Driver	-6%
88 Birds & Blooms	5,451	88 O, The Oprah Magazine	-7%
89 Road & Track	5,317	89 Veranda	-7%
90 Outside	4,974	90 Men's Health	-7%
91 FamilyFun	4,936	91 Ski	-8%
92 Petersen's Hunting	4,526	92 Discover	-8%
93 Traditional Home	4,468	93 Street Rodder	-9%
94 Men's Journal	4,262	94 Birds & Blooms	-9%
95 Playboy	4,166	95 Parents	-10%
96 In-Fisherman	3,967	96 The Economist	-10%
97 W	3,678	97 House Beautiful	-11%
98 Automobile	3,666	98 Muscle & Fitness	-11%
99 Mother Earth News	3,565	99 Shape	-12%
100 Midwest Living	3,484	100 Men's Journal	-12%
101 Elle Decor	3,328	101 Fortune	-12%
102 4 Wheel & Off Road	3,185	102 Woman's Day	-13%
103 Texas Monthly	3,151	103 OK! Magazine	-13%
104 Soap Opera Digest	3,121	104 Cycle World	-14%
105 Saveur	2,943	105 Real Simple	-14%
106 Discover	2,740	106 Condé Nast Traveler	-15%
107 Yoga Journal	2,675	107 Midwest Living	-15%
108 Street Rodder	2,428	108 Kraft Food & Family	-15%
109 Car Craft	2,312	109 Redbook	-16%
110 Motorcyclist	2,241	110 Glamour	-16%
111 Cycle World	2,234	111 Star	-16%
112 Bicycling	2,218	112 Bicycling	-17%

Magazine Brand	March 2018 Total 360° Audience (000)	Magazine Brand	March 2018 vs. March 2017 Total 360° Audience (% change)
113 domino	2,188	113 Mother Earth News	-19%
114 Backpacker	1,969	114 Family Circle	-19%
115 Dirt Rider	1,635	115 Allrecipes	-21%
116 Flying	1,437	116 Dirt Rider	-21%
117 Veranda	1,421	117 National Enquirer	-22%
118 Ski	1,340	118 Runner's World	-30%
119 AFAR	1,273	119 Playboy	-41%