



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	May 2018 Total 360° Audience (000)	Magazine Brand	May 2018 vs. May 2017 Total 360° Audience (% change)
1 People	88,212	1 Town & Country	172%
2 ESPN The Magazine	84,527	2 Harper's Bazaar	138%
3 WebMD Magazine	56,763	3 Motorcyclist	118%
4 AARP	48,286	4 Saveur	74%
5 Time	46,230	5 Men's Journal	65%
6 Allrecipes	44,747	6 Marie Claire	61%
7 Better Homes and Gardens	43,225	7 Elle	52%
8 Good Housekeeping	43,091	8 Good Housekeeping	35%
9 National Geographic	40,035	9 Flying	33%
10 Cosmopolitan	37,470	10 AFAR	32%
11 New York Magazine	31,787	11 domino	30%
12 Us Weekly	29,858	12 New York Magazine	27%
13 Sports Illustrated	29,677	13 Cosmopolitan	24%
14 Entertainment Weekly	28,822	14 Us Weekly	24%
15 Taste of Home	25,841	15 Brides	18%
16 Reader's Digest	25,557	16 This Old House	16%
17 Country Living	24,378	17 House Beautiful	16%
18 Vogue	24,047	18 Vogue	14%
19 Bon Appétit/Epicurious	24,043	19 Backpacker	13%
20 Vanity Fair	23,803	20 Taste of Home	13%
21 Southern Living	22,489	21 W	13%
22 Harper's Bazaar	21,296	22 Redbook	12%
23 Women's Health	20,143	23 Wired	12%
24 Elle	19,625	24 Road & Track	11%
25 The Atlantic	19,091	25 HGTV Magazine	11%

Magazine Brand	May 2018 Total 360° Audience (000)	Magazine Brand	May 2018 vs. May 2017 Total 360° Audience (% change)
26 The New Yorker	18,960	26 People	10%
27 Men's Health	18,318	27 Outdoor Life	10%
28 Glamour	18,200	28 Outside	9%
29 Woman's Day	17,627	29 Elle Decor	9%
30 Wired	17,283	30 Diabetic Living	9%
31 Food Network Magazine	16,953	31 Esquire	8%
32 Town & Country	16,765	32 Car Craft	7%
33 Parents	16,227	33 Rachael Ray Every Day	7%
34 Health	15,469	34 AARP	7%
35 Martha Stewart Living	15,267	35 Discover	6%
36 Car and Driver	15,152	36 Bon Appétit/Epicurious	6%
37 GQ	14,654	37 Popular Mechanics	5%
38 Popular Mechanics	14,527	38 Travel + Leisure	5%
39 Marie Claire	14,404	39 Reader's Digest	5%
40 Allure	13,678	40 Popular Science	4%
41 Real Simple	13,670	41 Women's Health	3%
42 Prevention	13,425	42 People en Español	3%
43 InStyle	13,251	43 The Family Handyman	3%
44 Popular Science	13,214	44 Departures	3%
45 Money	13,184	45 Fast Company	2%
46 Travel + Leisure	13,090	46 Golf Digest	2%
47 Food & Wine	12,872	47 Mother Earth News	2%
48 Shape	12,641	48 Entertainment Weekly	1%
49 Smithsonian	12,276	49 Time	1%
50 O, The Oprah Magazine	12,187	50 Food Network Magazine	1%
51 Family Circle	12,156	51 Condé Nast Traveler	0%
52 National Geographic Traveler	12,052	52 InStyle	0%
53 Cooking Light	11,854	53 Prevention	0%
54 Fortune	11,822	54 Petersen's Hunting	0%

Magazine Brand	May 2018 Total 360° Audience (000)	Magazine Brand	May 2018 vs. May 2017 Total 360° Audience (% change)
55 Guns & Ammo	11,637	55 Glamour	-1%
56 Esquire	11,592	56 Southern Living	-1%
57 HGTV Magazine	11,583	57 Guns & Ammo	-1%
58 This Old House	11,145	58 Kraft Food & Family	-1%
59 Field & Stream	10,902	59 Yoga Journal	-1%
60 The Family Handyman	10,372	60 National Geographic Kids	-2%
61 Brides	10,262	61 The New Yorker	-2%
62 Motor Trend	10,026	62 Allure	-2%
63 House Beautiful	10,015	63 Texas Monthly	-3%
64 EatingWell	9,676	64 Entrepreneur	-3%
65 Golf Digest	9,430	65 Country Living	-3%
66 Seventeen	9,405	66 Birds & Blooms	-3%
67 Entrepreneur	9,278	67 Hot Rod	-4%
68 Redbook	9,008	68 Ski	-5%
69 Muscle & Fitness	8,170	69 Field & Stream	-5%
70 Condé Nast Traveler	8,149	70 Vanity Fair	-5%
71 Kraft Food & Family	8,120	71 ESPN The Magazine	-5%
72 People en Español	8,069	72 Shape	-5%
73 Fast Company	7,946	73 Seventeen	-6%
74 Outdoor Life	7,650	74 Martha Stewart Living	-6%
75 Men's Journal	7,583	75 Cooking Light	-6%
76 National Geographic Kids	7,510	76 National Geographic	-6%
77 Diabetic Living	7,056	77 Real Simple	-7%
78 Departures	6,644	78 O, The Oprah Magazine	-7%
79 Rachael Ray Every Day	6,637	79 FamilyFun	-7%
80 OK! Magazine	6,379	80 EatingWell	-7%
81 Road & Track	6,063	81 National Geographic Traveler	-7%
82 National Enquirer	6,045	82 Sports Illustrated	-7%
83 Birds & Blooms	5,925	83 Muscle & Fitness	-8%

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84 Runner's World	5,911	84 Allrecipes	-8%
85 Architectural Digest	5,829	85 Woman's Day	-8%
86 Hot Rod	5,659	86 Coastal Living	-8%
87 Game & Fish	5,629	87 OK! Magazine	-8%
88 Coastal Living	5,363	88 Food & Wine	-9%
89 Star	5,279	89 Smithsonian	-9%
90 Four Wheeler Group	5,196	90 WebMD Magazine	-9%
91 The Economist	5,181	91 Midwest Living	-9%
92 Outside	5,167	92 Car and Driver	-10%
93 Petersen's Hunting	4,400	93 Four Wheeler Group	-10%
94 FamilyFun	4,246	94 Health	-10%
95 Elle Decor	4,101	95 Motor Trend	-11%
96 Traditional Home	3,928	96 Street Rodder	-11%
97 Mother Earth News	3,796	97 Better Homes and Gardens	-11%
98 Playboy	3,787	98 Architectural Digest	-11%
99 Saveur	3,763	99 Runner's World	-13%
100 W	3,671	100 Automobile	-13%
101 Motorcyclist	3,629	101 Men's Health	-13%
102 Automobile	3,599	102 GQ	-13%
103 Texas Monthly	3,581	103 Fortune	-15%
104 Midwest Living	3,532	104 Money	-16%
105 In-Fisherman	3,428	105 Game & Fish	-16%
106 Discover	2,606	106 In-Fisherman	-16%
107 Yoga Journal	2,603	107 National Enquirer	-17%
108 Car Craft	2,402	108 Star	-19%
109 Street Rodder	2,375	109 Family Circle	-20%
110 domino	2,271	110 Traditional Home	-22%
111 Bicycling	2,108	111 Bicycling	-24%
112 Backpacker	2,074	112 Parents	-28%

Magazine Brand	May 2018 Total 360° Audience (000)	Magazine Brand	May 2018 vs. May 2017 Total 360° Audience (% change)
113 Flying	1,546	113 The Atlantic	-29%
114 Ski	1,331	114 The Economist	-33%
115 AFAR	1,149	115 Veranda	-34%
116 Veranda	1,137	116 Playboy	-35%