



# MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	November 2016 Total 360° Audience (000)	Magazine Brand	November 2016 vs. November 2015 Total 360° Audience (% change)
1 ESPN The Magazine	107,903	1 The New Yorker	96.4%
2 People	76,473	2 New York Magazine	65.9%
3 Forbes	74,747	3 Vanity Fair	65.4%
4 Allrecipes	64,350	4 Harper's Bazaar	63.7%
5 Time	53,698	5 Marie Claire	53.4%
6 Better Homes and Gardens	48,171	6 domino	42.8%
7 AARP	44,937	7 Architectural Digest	42.0%
8 National Geographic	41,340	8 House Beautiful	41.5%
9 Bloomberg Businessweek	40,805	9 Condé Nast Traveler	38.2%
10 Cosmopolitan	32,994	10 Country Living	37.7%
11 Sports Illustrated	32,743	11 Autoweek	37.2%
12 Good Housekeeping	32,459	12 Forbes	36.6%
13 New York Magazine	31,709	13 Esquire	35.5%
14 Entertainment Weekly	29,913	14 In-Fisherman	33.9%
15 Bon Appétit/Epicurious	28,740	15 Fortune	32.7%
16 Taste of Home	28,375	16 InStyle	32.0%
17 Country Living	28,049	17 Time	29.0%
18 Vanity Fair	27,305	18 Travel + Leisure	26.8%
19 The New Yorker	26,975	19 Elle Decor	26.7%
20 The Atlantic	24,778	20 Bloomberg Businessweek	26.6%
21 Reader's Digest	23,990	21 Town & Country	26.0%
22 Glamour	21,581	22 4 Wheel & Off Road	25.5%
23 Southern Living	21,204	23 Allure	24.2%
24 Woman's Day	20,178	24 Vogue	21.8%
25 Food Network Magazine	19,920	25 Brides	20.1%

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Magazine Brand		Magazine Brand	
26 Fortune	19,816	26 Popular Mechanics	18.4%
27 Parents	19,498	27 National Geographic Traveler	16.0%
28 Vogue	19,159	28 W	15.8%
29 Martha Stewart Living	19,151	29 Smithsonian	15.7%
30 Men's Health	19,138	30 Diabetic Living	15.3%
31 GQ	18,393	31 GQ	14.6%
32 Wired	18,016	32 Popular Science	14.5%
33 Real Simple	17,658	33 Elle	14.2%
34 InStyle	16,966	34 Golf Magazine	13.7%
35 Health	16,834	35 Discover	13.1%
36 Women's Health	16,516	36 Wired	13.1%
37 Family Circle	16,252	37 Car Craft	12.7%
38 Car and Driver	15,911	38 Game & Fish	12.7%
39 Popular Mechanics	14,898	39 ESPN The Magazine	12.6%
40 Elle	14,849	40 HGTV Magazine	12.5%
41 Esquire	14,712	41 Glamour	12.4%
42 Food & Wine	14,324	42 Guns & Ammo	12.4%
43 O, The Oprah Magazine	13,998	43 Field & Stream	12.3%
44 Harper's Bazaar	13,989	44 Ski	12.2%
45 Cooking Light	13,380	45 Self	12.0%
46 Shape	12,699	46 Golf Digest	11.3%
47 Prevention	12,249	47 Good Housekeeping	11.2%
48 National Geographic Traveler	12,220	48 Men's Health	10.3%
49 Allure	12,211	49 Street Rodder	10.2%
50 Field & Stream	11,939	50 The Atlantic	9.9%
51 Travel + Leisure	11,938	51 Backpacker	9.5%
52 Guns & Ammo	11,934	52 Traditional Home	9.3%
53 Smithsonian	11,533	53 Cosmopolitan	8.6%

Magazine Brand	November 2016 Total 360° Audience (000)
54 Marie Claire	11,459
55 Men's Fitness	11,360
56 Money	10,908
57 Essence	10,795
58 Kraft Food & Family	10,634
59 Motor Trend	10,305
60 House Beautiful	10,204
61 EatingWell	10,142
62 Seventeen	10,083
63 Popular Science	9,964
64 People StyleWatch	9,944
65 HGTV Magazine	9,926
66 Entrepreneur	9,254
67 Fit Pregnancy & Baby	9,051
68 Self	8,933
69 The Family Handyman	8,770
70 Teen Vogue	8,749
71 Muscle & Fitness	8,687
72 OK! Magazine	8,660
73 Redbook	8,628
74 This Old House	8,168
75 People en Español	8,061
76 Playboy	7,988
77 Condé Nast Traveler	7,933
78 National Geographic Kids	7,803
79 National Enquirer	7,769
80 Brides	7,558
81 Fast Company	7,504

Magazine Brand	November 2016 vs. November 2015 Total 360° Audience (% change)
54 Allrecipes	8.6%
55 Essence	7.5%
56 Car and Driver	7.4%
57 National Enquirer	7.3%
58 Yoga Journal	7.1%
59 Road & Track	6.9%
60 Ser Padres	6.6%
61 Reader's Digest	6.5%
62 Food Network Magazine	6.5%
63 Bon Appétit/Epicurious	6.0%
64 Fit Pregnancy & Baby	5.9%
65 Redbook	5.7%
66 Woman's Day	5.5%
67 National Geographic Kids	4.9%
68 Rachael Ray Every Day	4.9%
69 Departures	4.5%
70 Entrepreneur	4.4%
71 Bicycling	4.3%
72 Outdoor Life	4.3%
73 Entertainment Weekly	4.0%
74 Veranda	3.4%
75 Cycle World	3.4%
76 EatingWell	2.5%
77 National Geographic	2.4%
78 Money	2.0%
79 Popular Photography	2.0%
80 People en Español	1.8%
81 Better Homes and Gardens	1.5%

November 2016 Total 360° Audience (000)		November 2016 vs. November 2015 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
82 Outdoor Life	7,351	82 Runner's World	0.5%
83 Game & Fish	6,942	83 The Economist	0.3%
84 Diabetic Living	6,940	84 The Family Handyman	0.2%
85 Star	6,888	85 Health	0.1%
86 Golf Digest	6,887	86 This Old House	-0.1%
87 Rachael Ray Every Day	6,855	87 Family Circle	-0.3%
88 Departures	6,708	88 Motor Trend	-1.0%
89 Architectural Digest	6,334	89 Coastal Living	-1.0%
90 Runner's World	6,247	90 Women's Health	-1.2%
91 The Economist	6,146	91 Shape	-1.6%
92 Golf Magazine	6,059	92 People StyleWatch	-1.6%
93 Hot Rod	5,972	93 Dirt Rider	-2.1%
94 Sunset	5,622	94 Kraft Food & Family	-2.8%
95 Road & Track	5,065	95 Petersen's Hunting	-2.8%
96 Town & Country	5,003	96 Sunset	-3.2%
97 Coastal Living	4,747	97 Star	-3.8%
98 Petersen's Hunting	4,575	98 Taste of Home	-3.9%
99 Traditional Home	4,481	99 O, The Oprah Magazine	-3.9%
100 Midwest Living	4,276	100 Food & Wine	-3.9%
101 In-Fisherman	4,030	101 AARP	-4.0%
102 Autoweek	3,923	102 People	-4.3%
103 Automobile	3,745	103 Hot Rod	-4.6%
104 FamilyFun	3,664	104 Parents	-5.7%
105 Mother Earth News	3,521	105 Seventeen	-5.8%
106 domino	3,426	106 NYLON	-6.0%
107 Latina	3,298	107 Siempre Mujer	-6.2%
108 Saveur	3,206	108 Real Simple	-6.5%
109 NYLON	3,200	109 Midwest Living	-6.9%

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110 Elle Decor	3,091	110 Prevention	-7.2%
111 Soap Opera Digest	3,057	111 Muscle & Fitness	-7.5%
112 4 Wheel & Off Road	3,040	112 Men's Fitness	-7.5%
113 Texas Monthly	3,002	113 Sports Illustrated	-7.7%
114 Street Rodder	2,659	114 Teen Vogue	-7.8%
115 Bicycling	2,434	115 Southern Living	-8.3%
116 Cycle World	2,411	116 Soap Opera Digest	-8.9%
117 Discover	2,406	117 Flying	-9.9%
118 Yoga Journal	2,357	118 OK! Magazine	-10.7%
119 Car Craft	2,297	119 FamilyFun	-11.8%
120 Popular Photography	2,225	120 Saveur	-12.3%
121 Ser Padres	2,211	121 Motorcyclist	-13.5%
122 W	2,161	122 Mother Earth News	-13.6%
123 Vegetarian Times	2,049	123 Martha Stewart Living	-13.7%
124 Siempre Mujer	1,964	124 Latina	-14.8%
125 Motorcyclist	1,576	125 Automobile	-14.9%
126 Ski	1,495	126 Texas Monthly	-16.3%
127 Dirt Rider	1,494	127 Vegetarian Times	-17.4%
128 Backpacker	1,422	128 Playboy	-19.6%
129 Veranda	1,289	129 Cooking Light	-24.4%
130 Flying	1,119	130 Fast Company	-30.4%