



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	November 2017 Total 360° Audience (000)	Magazine Brand	November 2017 vs. November 2016 Total 360° Audience (% change)
1 ESPN The Magazine	122,516	1 Entrepreneur	60%
2 People	83,178	2 W	54%
3 Forbes	81,332	3 Town & Country	44%
4 Allrecipes	64,694	4 Autoweek	37%
5 WebMD Magazine	60,820	5 Motorcyclist	35%
6 AARP	48,960	6 Backpacker	35%
7 Better Homes and Gardens	47,019	7 FamilyFun	31%
8 Time	44,852	8 Money	31%
9 National Geographic	40,903	9 WebMD Magazine	29%
10 Sports Illustrated	40,888	10 Outside	26%
11 Good Housekeeping	32,335	11 Sports Illustrated	25%
12 Taste of Home	31,557	12 Flying	24%
13 Cosmopolitan	31,188	13 Popular Science	21%
14 Us Weekly	29,896	14 This Old House	21%
15 Entertainment Weekly	29,833	15 Runner's World	17%
16 New York Magazine	28,661	16 Golf Digest	15%
17 Bon Appétit/Epicurious	26,247	17 Coastal Living	15%
18 Country Living	25,876	18 Prevention	15%
19 Vanity Fair	24,731	19 Outdoor Life	14%
20 Reader's Digest	24,440	20 Travel + Leisure	13%
21 Southern Living	23,437	21 4 Wheel & Off Road	13%
22 The Atlantic	22,177	22 Vogue	12%
23 Men's Health	21,973	23 Kraft Food & Family	11%
24 Vogue	21,532	24 Taste of Home	11%

Magazine Brand	November 2017 Total 360° Audience (000)	Magazine Brand	November 2017 vs. November 2016 Total 360° Audience (% change)
25 Martha Stewart Living	20,697	25 Brides	11%
26 Wired	19,600	26 Southern Living	11%
27 Fortune	19,507	27 Discover	10%
28 Parents	19,068	28 Diabetic Living	10%
29 The New Yorker	19,029	29 Saveur	10%
30 Women's Health	18,961	30 Women's Health	10%
31 Woman's Day	18,659	31 HGTV Magazine	10%
32 Food Network Magazine	18,317	32 Men's Health	10%
33 Glamour	17,371	33 Yoga Journal	10%
34 GQ	16,603	34 AARP	9%
35 Car and Driver	16,018	35 Soap Opera Digest	9%
36 Real Simple	15,348	36 Forbes	9%
37 Entrepreneur	15,271	37 Wired	9%
38 Health	15,112	38 People	9%
39 Money	14,330	39 Elle Decor	9%
40 Prevention	14,240	40 Martha Stewart Living	8%
41 Food & Wine	14,143	41 Motor Trend	8%
42 InStyle	13,830	42 The Family Handyman	7%
43 Travel + Leisure	13,503	43 EatingWell	7%
44 Elle	13,483	44 National Geographic Traveler	7%
45 Family Circle	13,402	45 Smithsonian	6%
46 National Geographic Traveler	13,051	46 ESPN The Magazine	6%
47 Popular Mechanics	12,722	47 Veranda	6%
48 Cooking Light	12,675	48 Architectural Digest	5%
49 O, The Oprah Magazine	12,490	49 Road & Track	5%
50 Shape	12,484	50 Departures	4%
51 Guns & Ammo	12,399	51 Condé Nast Traveler	4%
52 Smithsonian	12,246	52 Guns & Ammo	4%

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53 Popular Science	12,103	53 Texas Monthly	3%
54 Field & Stream	11,862	54 Fast Company	3%
55 Kraft Food & Family	11,851	55 Automobile	2%
56 Allure	11,755	56 Reader's Digest	2%
57 Esquire	11,571	57 Petersen's Hunting	1%
58 Motor Trend	11,119	58 Traditional Home	1%
59 HGTV Magazine	10,923	59 Car Craft	1%
60 EatingWell	10,853	60 Car and Driver	1%
61 Essence	10,424	61 Allrecipes	1%
62 Harper's Bazaar	10,352	62 Entertainment Weekly	0%
63 This Old House	9,851	63 Good Housekeeping	0%
64 Seventeen	9,815	64 Dirt Rider	0%
65 The Family Handyman	9,408	65 National Geographic Kids	0%
66 StyleWatch	9,349	66 Field & Stream	-1%
67 Fit Pregnancy & Baby	8,763	67 National Geographic	-1%
68 Brides	8,570	68 Food & Wine	-1%
69 House Beautiful	8,437	69 Fortune	-2%
70 Outdoor Life	8,394	70 Golf Magazine	-2%
71 Condé Nast Traveler	8,272	71 In-Fisherman	-2%
72 Muscle & Fitness	8,269	72 Shape	-2%
73 Golf Digest	7,920	73 Bon Appétit/Epicurious	-2%
74 Marie Claire	7,867	74 Game & Fish	-2%
75 People en Español	7,822	75 Parents	-2%
76 National Geographic Kids	7,765	76 Men's Journal	-2%
77 Fast Company	7,695	77 Better Homes and Gardens	-2%
78 Redbook	7,684	78 Seventeen	-3%
79 Runner's World	7,664	79 People en Español	-3%
80 Town & Country	7,188	80 Fit Pregnancy & Baby	-3%

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81 Diabetic Living	7,075	81 Essence	-3%
82 Game & Fish	6,789	82 Hot Rod	-4%
83 Architectural Digest	6,675	83 Rachael Ray Every Day	-4%
84 Departures	6,647	84 Allure	-4%
85 Rachael Ray Every Day	6,604	85 Muscle & Fitness	-5%
86 National Enquirer	6,083	86 Ski	-5%
87 Golf Magazine	5,964	87 Cooking Light	-5%
88 OK! Magazine	5,882	88 Cosmopolitan	-5%
89 The Economist	5,840	89 StyleWatch	-6%
90 Hot Rod	5,761	90 New York Magazine	-7%
91 Star	5,607	91 Woman's Day	-8%
92 Coastal Living	5,452	92 Country Living	-8%
93 Road & Track	5,322	93 Food Network Magazine	-8%
94 Outside	5,265	94 Sunset	-8%
95 Birds & Blooms	5,236	95 Street Rodder	-9%
96 Sunset	5,166	96 Birds & Blooms	-9%
97 FamilyFun	4,957	97 Us Weekly	-9%
98 Petersen's Hunting	4,621	98 Elle	-9%
99 Men's Journal	4,580	99 Vanity Fair	-9%
100 Traditional Home	4,523	100 GQ	-10%
101 Autoweek	4,370	101 Bicycling	-10%
102 Playboy	4,291	102 Health	-10%
103 In-Fisherman	3,944	103 Midwest Living	-10%
104 Midwest Living	3,837	104 Mother Earth News	-10%
105 Automobile	3,818	105 The Atlantic	-10%
106 Elle Decor	3,357	106 O, The Oprah Magazine	-11%
107 Soap Opera Digest	3,224	107 Redbook	-11%
108 4 Wheel & Off Road	3,175	108 The Economist	-11%

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109 Mother Earth News	3,154	109 Real Simple	-13%
110 Texas Monthly	3,030	110 Popular Mechanics	-15%
111 W	2,867	111 Cycle World	-16%
112 Yoga Journal	2,583	112 Time	-16%
113 Discover	2,542	113 House Beautiful	-17%
114 Street Rodder	2,432	114 Family Circle	-18%
115 domino	2,351	115 InStyle	-18%
116 Saveur	2,327	116 Star	-19%
117 Car Craft	2,314	117 Glamour	-20%
118 Bicycling	2,253	118 Esquire	-21%
119 Motorcyclist	2,126	119 National Enquirer	-22%
120 Cycle World	2,023	120 Harper's Bazaar	-26%
121 Backpacker	1,914	121 The New Yorker	-29%
122 Dirt Rider	1,487	122 domino	-30%
123 Ski	1,420	123 Marie Claire	-31%
124 Flying	1,393	124 OK! Magazine	-32%
125 Veranda	1,361	125 Playboy	-46%