



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	October 2017 Total 360° Audience (000)	Magazine Brand	October 2017 vs. October 2016 Total 360° Audience (% change)
1 ESPN The Magazine	126,251	1 Entrepreneur	81%
2 People	84,100	2 The Economist	51%
3 Forbes	70,724	3 Money	50%
4 WebMD Magazine	63,257	4 Outside	41%
5 Allrecipes	53,961	5 Veranda	39%
6 AARP	50,034	6 Popular Science	39%
7 Better Homes and Gardens	47,532	7 Backpacker	33%
8 Time	45,800	8 Coastal Living	29%
9 Sports Illustrated	43,047	9 Traditional Home	27%
10 National Geographic	41,687	10 Golf Digest	26%
11 Cosmopolitan	35,170	11 Flying	24%
12 Entertainment Weekly	32,889	12 W	24%
13 Good Housekeeping	32,700	13 Sports Illustrated	23%
14 Us Weekly	29,935	14 Architectural Digest	23%
15 Reader's Digest	28,218	15 The Family Handyman	22%
16 Vanity Fair	26,539	16 Entertainment Weekly	21%
17 Country Living	26,001	17 Texas Monthly	20%
18 New York Magazine	25,432	18 Men's Health	20%
19 Taste of Home	25,212	19 In-Fisherman	20%
20 Bon Appétit/Epicurious	24,999	20 Town & Country	19%
21 The New Yorker	24,140	21 Vanity Fair	19%
22 The Atlantic	23,562	22 WebMD Magazine	19%
23 Southern Living	23,506	23 Automobile	19%
24 Men's Health	22,293	24 Field & Stream	19%

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25 Woman's Day	20,644	25 Elle Decor	19%
26 Parents	19,830	26 Smithsonian	18%
27 Vogue	19,307	27 Discover	17%
28 Women's Health	18,939	28 Reader's Digest	17%
29 Wired	18,786	29 Southern Living	17%
30 Glamour	18,364	30 Harper's Bazaar	17%
31 Fortune	17,961	31 National Geographic Traveler	17%
32 Food Network Magazine	17,151	32 This Old House	15%
33 Entrepreneur	17,151	33 AARP	15%
34 Martha Stewart Living	16,634	34 People	13%
35 Car and Driver	16,447	35 4 Wheel & Off Road	13%
36 GQ	16,087	36 Country Living	13%
37 Health	15,279	37 Women's Health	12%
38 Family Circle	15,160	38 Motor Trend	10%
39 Food & Wine	14,382	39 ESPN The Magazine	10%
40 Prevention	14,097	40 EatingWell	10%
41 Real Simple	14,094	41 Outdoor Life	10%
42 Money	13,582	42 Guns & Ammo	10%
43 Popular Mechanics	13,429	43 Fortune	9%
44 Smithsonian	13,278	44 FamilyFun	8%
45 InStyle	13,195	45 Bon Appétit/Epicurious	8%
46 Elle	13,038	46 Yoga Journal	8%
47 Esquire	12,910	47 Runner's World	7%
48 National Geographic Traveler	12,884	48 Street Rodder	7%
49 Popular Science	12,854	49 Travel + Leisure	7%
50 Cooking Light	12,773	50 Car Craft	6%
51 Shape	12,587	51 Wired	6%
52 O, The Oprah Magazine	12,577	52 GQ	6%

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53 Field & Stream	12,518	53 The New Yorker	6%
54 Travel + Leisure	12,240	54 Brides	6%
55 Men's Fitness	12,007	55 Car and Driver	6%
56 Guns & Ammo	11,937	56 National Geographic	5%
57 Allure	11,490	57 Forbes	5%
58 Motor Trend	11,446	58 Men's Fitness	5%
59 The Family Handyman	10,924	59 Taste of Home	5%
60 Harper's Bazaar	10,879	60 Food & Wine	5%
61 EatingWell	10,657	61 Saveur	4%
62 Essence	10,627	62 Soap Opera Digest	4%
63 HGTV Magazine	10,446	63 Departures	4%
64 Seventeen	9,558	64 Prevention	3%
65 This Old House	9,435	65 Allrecipes	3%
66 Marie Claire	9,344	66 Vogue	3%
67 Golf Digest	8,994	67 Condé Nast Traveler	3%
68 Fit Pregnancy & Baby	8,889	68 Good Housekeeping	2%
69 House Beautiful	8,756	69 The Atlantic	2%
70 Kraft Food & Family	8,755	70 Autoweek	2%
71 The Economist	8,574	71 Redbook	2%
72 StyleWatch	8,558	72 Diabetic Living	2%
73 Fast Company	8,346	73 National Geographic Kids	1%
74 Muscle & Fitness	8,284	74 Esquire	0%
75 Redbook	8,210	75 Time	0%
76 Brides	8,076	76 Allure	-1%
77 People en Español	7,990	77 Bicycling	-1%
78 Outdoor Life	7,754	78 Hot Rod	-1%
79 Condé Nast Traveler	7,684	79 Martha Stewart Living	-1%
80 National Geographic Kids	7,577	80 Ski	-2%

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81 Runner's World	7,349	81 Kraft Food & Family	-2%
82 National Enquirer	7,280	82 Popular Mechanics	-3%
83 Diabetic Living	7,065	83 People en Español	-3%
84 OK! Magazine	6,848	84 Better Homes and Gardens	-3%
85 Game & Fish	6,665	85 Game & Fish	-3%
86 Departures	6,585	86 Fit Pregnancy & Baby	-3%
87 Star	6,505	87 Shape	-3%
88 Architectural Digest	6,387	88 Dirt Rider	-3%
89 Rachael Ray Every Day	6,222	89 Woman's Day	-3%
90 Golf Magazine	6,117	90 Golf Magazine	-3%
91 Coastal Living	5,983	91 House Beautiful	-3%
92 Hot Rod	5,824	92 Cosmopolitan	-3%
93 Town & Country	5,759	93 Motorcyclist	-3%
94 Sunset	5,404	94 Parents	-3%
95 Road & Track	5,149	95 Health	-4%
96 Outside	4,994	96 Food Network Magazine	-5%
97 Traditional Home	4,956	97 Star	-6%
98 Playboy	4,612	98 Fast Company	-6%
99 FamilyFun	4,521	99 Family Circle	-7%
100 Petersen's Hunting	4,488	100 Essence	-7%
101 Men's Journal	4,423	101 Seventeen	-8%
102 Automobile	4,160	102 Us Weekly	-8%
103 In-Fisherman	4,153	103 Cycle World	-8%
104 Midwest Living	3,849	104 Petersen's Hunting	-9%
105 Autoweek	3,695	105 New York Magazine	-9%
106 Elle Decor	3,363	106 Muscle & Fitness	-9%
107 Texas Monthly	3,193	107 Cooking Light	-9%
108 4 Wheel & Off Road	3,167	108 O, The Oprah Magazine	-9%

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109 Soap Opera Digest	3,163	109 Rachael Ray Every Day	-9%
110 Mother Earth News	3,146	110 StyleWatch	-10%
111 W	2,781	111 Sunset	-10%
112 Street Rodder	2,644	112 Road & Track	-11%
113 Yoga Journal	2,600	113 Elle	-12%
114 Bicycling	2,507	114 Ser Padres	-12%
115 Discover	2,470	115 Real Simple	-13%
116 domino	2,462	116 Men's Journal	-13%
117 Cycle World	2,354	117 Mother Earth News	-14%
118 Saveur	2,247	118 Midwest Living	-16%
119 Car Craft	2,228	119 HGTV Magazine	-16%
120 Ser Padres	1,981	120 InStyle	-17%
121 Backpacker	1,922	121 Marie Claire	-17%
122 Motorcyclist	1,669	122 National Enquirer	-17%
123 Veranda	1,527	123 OK! Magazine	-18%
124 Dirt Rider	1,492	124 domino	-19%
125 Ski	1,367	125 Glamour	-21%
126 Flying	1,344	126 Playboy	-44%