



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	September 2017 Total 360° Audience (000)	Magazine Brand	September 2017 vs. September 2016 Total 360° Audience (% change)
1 ESPN The Magazine	117,862	1 Entrepreneur	130.8%
2 People	84,091	2 Outside	54.2%
3 Forbes	64,614	3 Veranda	35.2%
4 WebMD Magazine	56,544	4 Coastal Living	34.9%
5 Allrecipes	47,312	5 Golf Digest	34.1%
6 Better Homes and Gardens	46,581	6 Money	27.9%
7 AARP	45,195	7 Traditional Home	26.6%
8 Time	43,629	8 Popular Science	23.1%
9 Sports Illustrated	42,627	9 Architectural Digest	22.7%
10 National Geographic	39,394	10 Southern Living	22.5%
11 Entertainment Weekly	33,174	11 Texas Monthly	22.3%
12 Cosmopolitan	32,225	12 This Old House	22.0%
13 Good Housekeeping	30,881	13 Sports Illustrated	20.2%
14 Us Weekly	29,534	14 Automobile	20.1%
15 Reader's Digest	25,749	15 Elle Decor	20.0%
16 Country Living	25,273	16 In-Fisherman	18.4%
17 Southern Living	24,279	17 The Economist	17.8%
18 Taste of Home	23,902	18 Backpacker	17.5%
19 New York Magazine	22,595	19 New York Magazine	16.5%
20 The Atlantic	21,581	20 EatingWell	16.1%
21 Vogue	21,227	21 W	15.9%
22 Bon Appétit/Epicurious	21,210	22 Vogue	15.8%
23 Men's Health	20,465	23 National Geographic Traveler	15.7%
24 Vanity Fair	19,255	24 Town & Country	15.1%

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25 Parents	18,832	25 Autoweek	13.9%
26 Women's Health	18,530	26 Smithsonian	12.1%
27 Woman's Day	18,452	27 Condé Nast Traveler	12.0%
28 Health	18,220	28 4 Wheel & Off Road	11.4%
29 Fortune	17,555	29 Entertainment Weekly	11.1%
30 Food Network Magazine	16,731	30 Health	10.3%
31 Glamour	16,388	31 Men's Health	10.3%
32 The New Yorker	16,126	32 Guns & Ammo	10.0%
33 Entrepreneur	15,999	33 Field & Stream	9.8%
34 Car and Driver	15,911	34 Travel + Leisure	9.7%
35 Wired	15,600	35 Reader's Digest	9.6%
36 Food & Wine	15,551	36 Yoga Journal	9.0%
37 Martha Stewart Living	15,499	37 HGTV Magazine	9.0%
38 Family Circle	15,138	38 FamilyFun	8.2%
39 Real Simple	15,013	39 Motor Trend	7.8%
40 Cooking Light	14,288	40 domino	7.5%
41 InStyle	13,986	41 Discover	6.3%
42 GQ	13,477	42 Teen Vogue	5.9%
43 Smithsonian	13,432	43 People	5.0%
44 Popular Mechanics	13,279	44 Women's Health	4.9%
45 Money	13,160	45 Departures	4.8%
46 Prevention	13,139	46 Car Craft	4.8%
47 Elle	12,799	47 Outdoor Life	4.5%
48 National Geographic Traveler	12,649	48 Street Rodder	4.4%
49 Travel + Leisure	12,220	49 Taste of Home	4.0%
50 Popular Science	11,983	50 Country Living	3.6%
51 O, The Oprah Magazine	11,936	51 Brides	3.3%
52 Guns & Ammo	11,899	52 AARP	2.4%

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53 Men's Fitness	11,682	53 National Geographic	2.3%
54 Shape	11,507	54 WebMD Magazine	2.1%
55 Field & Stream	11,259	55 Golf Magazine	1.9%
56 Motor Trend	11,113	56 Soap Opera Digest	1.7%
57 Allure	10,947	57 Allure	1.6%
58 Esquire	10,862	58 Forbes	1.3%
59 Essence	10,753	59 Diabetic Living	1.0%
60 Harper's Bazaar	10,452	60 Dirt Rider	0.8%
61 HGTV Magazine	10,324	61 Cosmopolitan	0.8%
62 Golf Digest	10,069	62 National Enquirer	0.7%
63 EatingWell	9,681	63 Flying	0.7%
64 Marie Claire	9,244	64 National Geographic Kids	-0.1%
65 Seventeen	9,050	65 The Atlantic	-0.7%
66 Teen Vogue	8,924	66 Cooking Light	-0.7%
67 This Old House	8,747	67 Car and Driver	-1.6%
68 Fit Pregnancy & Baby	8,738	68 Men's Fitness	-1.9%
69 The Family Handyman	8,632	69 Good Housekeeping	-2.3%
70 StyleWatch	8,549	70 Game & Fish	-2.4%
71 House Beautiful	8,375	71 Martha Stewart Living	-2.4%
72 Fast Company	8,164	72 Star	-2.7%
73 Muscle & Fitness	8,132	73 Hot Rod	-2.9%
74 People en Español	7,858	74 Fit Pregnancy & Baby	-3.0%
75 Condé Nast Traveler	7,631	75 Better Homes and Gardens	-3.2%
76 Kraft Food & Family	7,580	76 Popular Mechanics	-3.4%
77 Redbook	7,460	77 Harper's Bazaar	-3.5%
78 Brides	7,437	78 StyleWatch	-3.7%
79 National Geographic Kids	7,401	79 Ski	-3.8%
80 Outdoor Life	7,259	80 Essence	-3.9%

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81 National Enquirer	7,082	81 Wired	-4.1%
82 Diabetic Living	7,046	82 Sunset	-4.2%
83 OK! Magazine	6,988	83 Vanity Fair	-4.6%
84 Golf Magazine	6,699	84 Food & Wine	-4.7%
85 Game & Fish	6,618	85 Fortune	-4.7%
86 Departures	6,517	86 ESPN The Magazine	-5.0%
87 Star	6,479	87 Road & Track	-5.3%
88 The Economist	6,451	88 Motorcyclist	-5.4%
89 Architectural Digest	6,276	89 Food Network Magazine	-5.8%
90 Rachael Ray Every Day	6,199	90 Prevention	-5.8%
91 Coastal Living	6,168	91 Real Simple	-6.2%
92 Runner's World	5,852	92 Family Circle	-6.5%
93 Hot Rod	5,823	93 People en Español	-6.6%
94 Sunset	5,620	94 The Family Handyman	-6.6%
95 Town & Country	5,299	95 Petersen's Hunting	-7.2%
96 Playboy	5,010	96 Parents	-7.3%
97 Outside	4,993	97 Allrecipes	-7.7%
98 Traditional Home	4,907	98 Esquire	-7.8%
99 Road & Track	4,897	99 Rachael Ray Every Day	-8.2%
100 Petersen's Hunting	4,442	100 Saveur	-8.7%
101 FamilyFun	4,438	101 Seventeen	-9.6%
102 Automobile	4,166	102 Woman's Day	-10.3%
103 In-Fisherman	4,127	103 Bicycling	-10.4%
104 Men's Journal	4,024	104 Muscle & Fitness	-11.0%
105 Midwest Living	3,791	105 House Beautiful	-11.5%
106 Texas Monthly	3,375	106 Shape	-11.7%
107 Elle Decor	3,373	107 O, The Oprah Magazine	-12.1%
108 Mother Earth News	3,269	108 Ser Padres	-12.1%

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109 Soap Opera Digest	3,157	109 InStyle	-12.7%
110 4 Wheel & Off Road	3,112	110 Elle	-13.3%
111 Autoweek	2,800	111 Kraft Food & Family	-13.9%
112 domino	2,780	112 Men's Journal	-14.1%
113 Street Rodder	2,643	113 Glamour	-14.1%
114 W	2,534	114 Time	-14.4%
115 Yoga Journal	2,531	115 Bon Appétit/Epicurious	-15.5%
116 Discover	2,511	116 Marie Claire	-16.5%
117 Bicycling	2,419	117 Midwest Living	-16.6%
118 Car Craft	2,227	118 Us Weekly	-16.7%
119 Cycle World	2,105	119 Redbook	-18.8%
120 Backpacker	2,024	120 Cycle World	-19.0%
121 Ser Padres	1,980	121 Runner's World	-19.5%
122 Motorcyclist	1,660	122 GQ	-20.6%
123 Saveur	1,631	123 Fast Company	-21.2%
124 Veranda	1,567	124 Mother Earth News	-29.6%
125 Dirt Rider	1,492	125 Playboy	-30.2%
126 Ski	1,379	126 The New Yorker	-31.9%
127 Flying	1,207	127 OK! Magazine	-33.0%