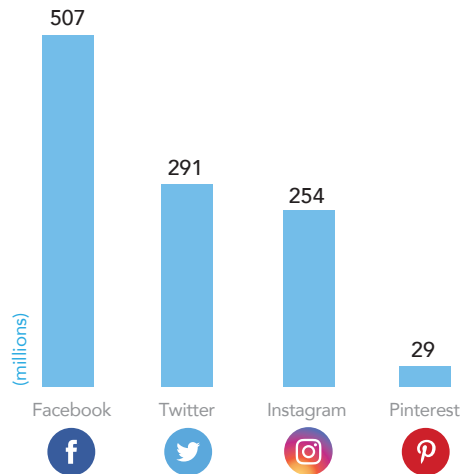
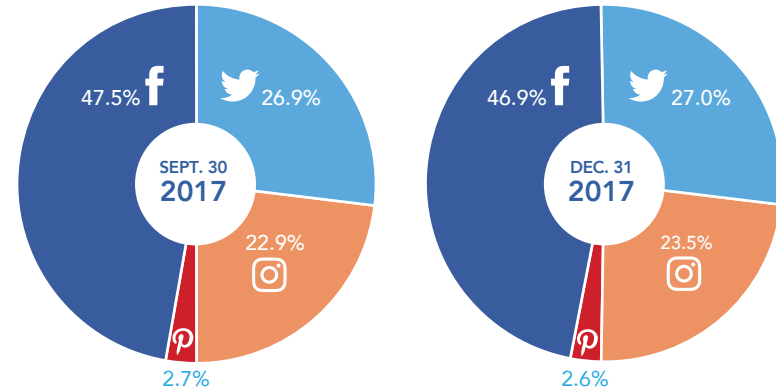


**Total Magazine Media Industry Likes/Followers by Social Network**  
(as of December 31, 2017)

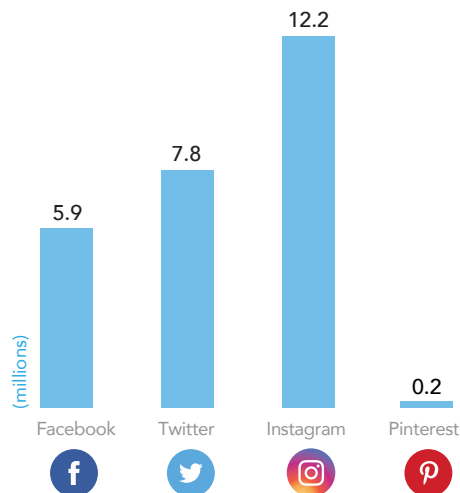
Total: 1.1 billion



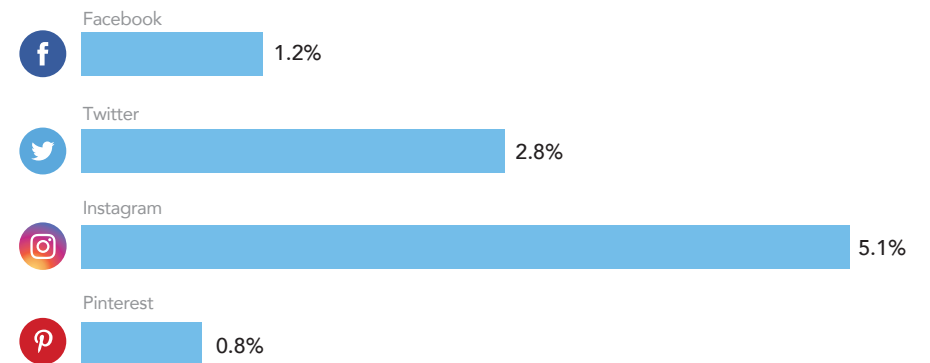
**Social Network Share of Total Magazine Media Industry Likes/Followers** (Fourth Quarter 2017 vs Third Quarter 2017)



**Growth in Number of Magazine Media Industry Likes/Followers by Social Network**  
(Fourth Quarter 2017 vs Third Quarter 2017)



**% Growth in Number of Magazine Media Industry Likes/Followers by Social Network** (Fourth Quarter 2017 vs Third Quarter 2017)



**Growth in number or % of page likes/followers:** The absolute or % difference between total number of page likes/followers on December 31, 2017 and total number of page likes/followers on September 30, 2017 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 230 magazine media brands from 34 companies. **Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

### Top 25 Magazine Brands–Likes/Followers

(as of December 31, 2017)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 Natl. Geographic Magazine	106,760,022
2 ESPN The Magazine	61,670,120
3 Vogue	40,357,196
4 Time	32,633,985
5 The Economist	32,510,677
6 Natl. Geographic Traveler	33,099,868
7 Playboy	24,107,194
8 Forbes	22,217,978
9 People	18,937,771
10 Elle	15,456,531
11 Women's Health	14,674,348
12 Men's Health	14,586,961
13 The New Yorker	14,521,882
14 Cosmopolitan	14,362,433
15 Harper's Bazaar	13,332,177
16 Wired	13,523,104
17 Entertainment Weekly	12,156,065
18 Natl. Geographic Adventure	11,974,251
19 InStyle	11,602,277
20 Food & Wine	11,617,959
21 Vanity Fair	11,217,138
22 Travel + Leisure	10,235,360
23 House Beautiful	9,787,446
24 HGTV Magazine	9,808,493
25 Martha Stewart Living	8,712,411

### Top 10 Magazine Brands–Likes/Followers by Social Network (as of December 31, 2017)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 Natl. Geographic Mag	21,932,405	1 ESPN The Magazine	33,940,174	1 Natl. Geographic Mag	84,515,525	1 Harper's Bazaar	4,552,348
2 ESPN The Magazine	18,520,398	2 The Economist	22,649,410	2 Natl. Geographic Traveler	21,934,240	2 Better Homes and Gardens	1,641,485
3 Playboy	16,330,456	3 Time	15,134,779	3 Vogue	17,280,656	3 Ski	1,560,198
4 Time	12,459,804	4 Forbes	14,344,273	4 ESPN The Magazine	9,170,134	4 HGTV Magazine	1,197,587
5 Cosmopolitan	10,118,673	5 Vogue	13,597,049	5 Playboy	6,373,536	5 Smithsonian	925,204
6 Natl. Geographic Adventure	9,360,363	6 Wired	10,046,038	6 Food Network Magazine	5,538,767	6 Martha Stewart Living	924,967
7 Men's Health	8,898,039	7 The New Yorker	8,370,443	7 Time	4,936,089	7 Real Simple	757,154
8 Vogue	8,784,979	8 People	7,869,468	8 GQ	4,062,403	8 Vogue	694,512
9 HGTV Magazine	8,573,329	9 Elle	6,830,514	9 People	3,954,319	9 This Old House	668,857
10 The Economist	8,421,596	10 Entertainment Weekly	6,717,889	10 Vanity Fair	3,303,696	10 Country Living	625,466

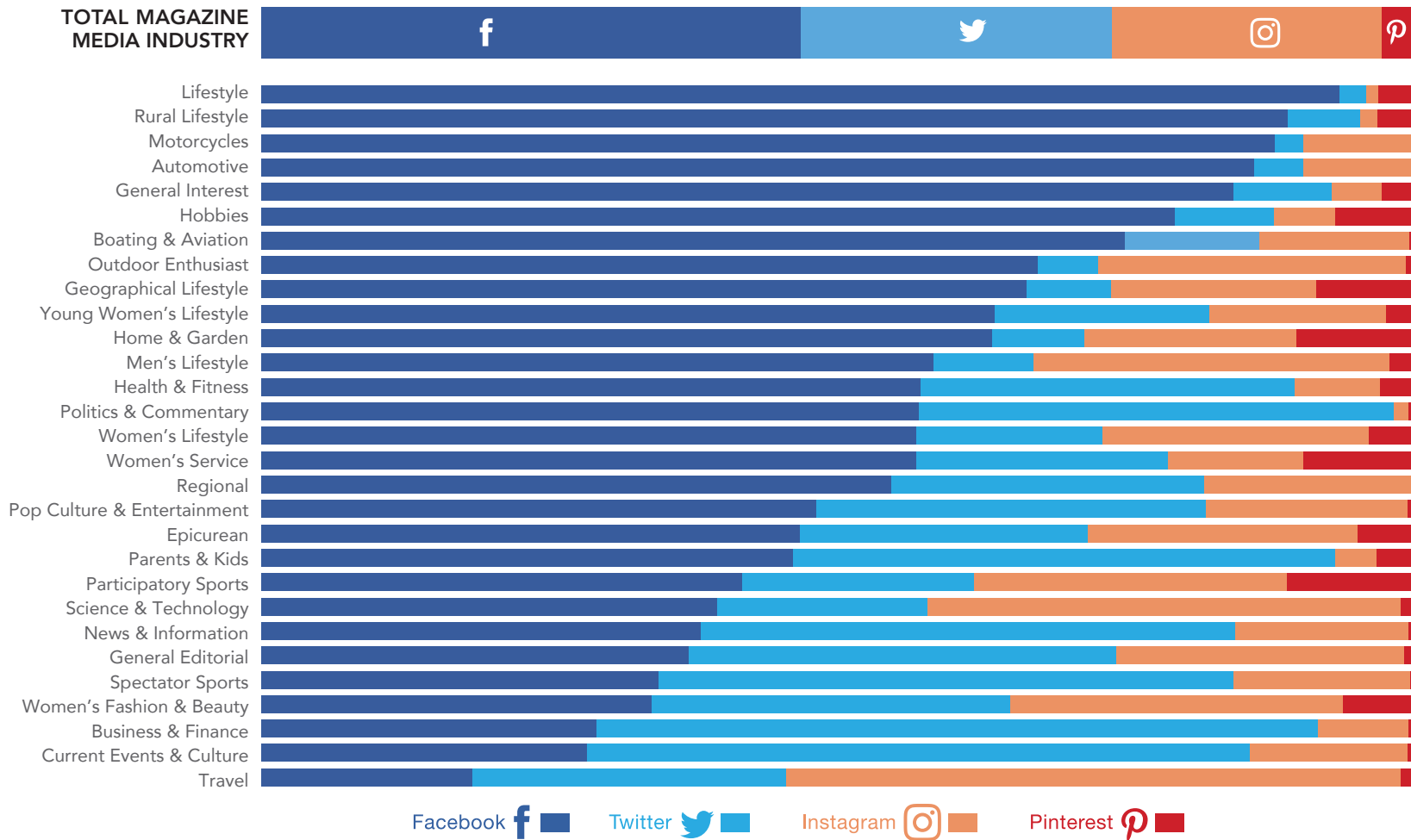
### Top 10 Magazine Brands–% Growth by Social Network (Fourth Quarter 2017 vs Third Quarter 2017)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 Slam	8%	1 Slam	13%	1 Money	161%	1 Field & Stream	23%
2 Outdoor Life	8%	2 Motorcycle Cruiser	12%	2 The Family Handyman	57%	2 Louisiana Cookin'	8%
3 Condé Nast Traveler	7%	3 Web MD	11%	3 The Atlantic	43%	3 SI NBA / The Crossover	8%
4 Web MD	7%	4 Yoga Journal	9%	4 The Cottage Journal	41%	4 Money	8%
5 Town & Country	6%	5 Sport Fishing	9%	5 Scientific American	31%	5 Popular Science	6%
6 Allure	6%	6 The Cottage Journal	7%	6 Flying	23%	6 Domino	5%
7 Taste of the South	6%	7 Working Mother	7%	7 Fortune	23%	7 Texas Monthly	4%
8 Outside	5%	8 Bon Appétit	7%	8 Southern Lady	22%	8 Fortune	4%
9 TeaTime	5%	9 Scientific American	7%	9 Popular Science	21%	9 Southern Lady	3%
10 Popular Mechanics	5%	10 Motor Trend	7%	10 Entrepreneur	20%	10 Victoria	3%

**Growth in number or % of page likes/followers:** The absolute or % difference between total number of page likes/followers on December 31, 2017 and total number of page likes/followers on September 30, 2017 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 230 magazine media brands from 34 companies. **Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

% Share by Network by Editorial Category, December 31, 2017



Magazine Media Industry: Data shown is collected from about 230 magazine media brands from 34 companies. Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

DATA PROVIDED BY  **SOCIALFLOW**

## A New Report From MPA Measuring Audience Engagement

**Starting third quarter of 2017**, a supplemental metric that measures consumer engagement was added to the quarterly Magazine Media 360° Social Media Report. The Social Media Engagement Factor measures, by brand, the relationship of audience reaction to the content posted by magazine media and non-magazine media brands.

**What does the Engagement Factor analysis show?** Numbers support the claim that magazine brands have an undeniable connection with their consumers, resulting in higher levels of engagement. Magazine brands outperform non-magazine brands on all four of the networks tracked, establishing magazine media brands as significant social media influencers. The implication may be that editorial integrity, authority and inspiration create a unique connection that successfully translates across print and digital platforms to social media communities. The connection that magazine

brands have with their social media following is so strong that, in many cases, it surpasses the ties that social media followers have with even popular non-magazine brand sites.

**About Magazine Media 360°** The report extends the view of audience size and vitality provided by MPA's Magazine Media 360° Brand Audience and Social Media Reports, which measure audiences across multiple magazine media platforms and formats. Using data from leading third-party providers and social media applications, the Brand Audience and Social Media Reports measure consumer demand for magazine media content. Over its four-year period, Magazine Media 360° has shown consistent growth across platforms and proved that audiences follow magazine brands into a 360° multimedia offering, including social media platforms.

### METHODOLOGY

#### ENGAGEMENT FACTOR =



**Total Social Actions** ÷ **Total Publisher Posts**

MPA's Social Media Engagement Factor for a brand is calculated by comparing Social Media Actions (likes, comments, favorites, retweets, repins, sharing, etc.) to Publisher Posts. Using this methodology, an average Social Media Engagement Factor is developed for each magazine and non-magazine brand on the four reported social media networks (Facebook, Twitter, Instagram and Pinterest), and a median Engagement Factor is reported by network and content category.

In order to be included in this analysis, both magazine brands and non-magazine brands must meet the following criteria: **1)** Qualify for measurement in the Likes/Followers section **2)** Have metrics for both Social Actions and Publisher Posts in the reported time period **3)** Have Publisher Posts of at least an average of 90 per quarter, or 1 per day **4)** Have Social Actions of at least an average of 900/quarter, or 10 per day.

## Social Media Engagement Overview by Social Network

What our analysis shows is that, not surprisingly, **Social Media Engagement varies a lot by social media network, by content category and by magazine brand.** Each network has its own characteristics that work to enhance the connections that magazine brands make with their audiences through the social media platform.



- **Facebook's** high number of posts comes from the huge popularity and size of this network, at over 500 million fans of magazine brand pages
- The relatively lower engagement factor stands to reason when the size and potential dilution of the audience is considered
- Industry experts note that engagement tends to decline as fan size increases
- The tremendous volume of content on Facebook also has significant impact on engagement, with a significantly greater pool of content for fans to react to
- Facebook's recent addition of Reaction emotions (angry, sad, etc.) have joined Likes, Comments and Shares as engagement opportunities

- **Twitter's** fast-paced, concise format makes it easy for a brand, or a person to connect
- Twitter engagement options are limited to two (favorite and retweet)
- Twitter's format serves as a 'ticker' of information, but people consume far more Tweets than they react to
- Celebrities and media figures have successfully leveraged Twitter's capacity to share timely content, fleeting information, topics, ideas and photos
- Twitter successfully connects strangers around information, rather than people with pre-established relationships
- Twitter's capacity to support real-time happenings and easily searchable hashtags supports content 'of the moment', demonstrated by its having the highest number of publishers posts

- **Instagram** accounts for the highest number of actions by far of the 4 networks measured, but the lowest number of posts
- Instagram's higher engagement rates are in part, due to high use of visuals and limited, user-friendly response icons
- A highly-visual platform rewards magazine media's highly curated content
- Instagram posts generally must be made from a mobile device, driving mobile usage, but limiting third-party applications and making it more labor-intensive to post
- Instagram generally does not permit click-through to a publisher's website, so monetization is more difficult

- **Pinterest** lends itself to rich visuals, based on product, tips/recipes and inspiring ideas, allowing users to curate content found on the internet
- Pinterest's dynamic of pulling in content from other places to collect in a grouping is in contrast to Instagram's pushing out of an individual user's content
- The Pinterest audience may click to buy or find out more about a product, leading to potential for commercial value
- Pinterest pages are far fewer for magazine brands than for the other social networks tracked

## SOCIAL MEDIA ENGAGEMENT FACTORS BY SOCIAL NETWORK

Magazine Media Brands vs. Non-Magazine Media Brands

	Facebook	Twitter	Instagram	Pinterest	
<b>MAGAZINE MEDIA</b>	<b>Total Likes/Followers</b> % of Industry Likes/Followers	513,491,408 47%	295,644,073 27%	256,662,069 23%	28,930,835 3%
	<b>Total Engagement Actions</b> % of Industry Actions	157,979,726 13%	39,748,459 3%	1,011,317,972 84%	791,046 0%
	<b>Total Publisher Posts</b> % of Industry Posts	175,011 28%	353,339 55%	35,980 6%	72,386 11%
	<b>Engagement Factor*</b> (median)	<b>295</b>	<b>24</b>	<b>3,195</b>	<b>8</b>
<b>NON-MAGAZINE MEDIA</b>	<b>Total Likes/Followers</b> % of Industry Likes/Followers	544,052,020 52%	348,111,137 34%	110,254,121 11%	34,509,743 3%
	<b>Total Engagement Actions</b> % of Industry Actions	274,985,468 19%	126,386,567 9%	1,029,130,671 72%	1,055,836 0%
	<b>Total Publisher Posts</b> % of Industry Posts	200,784 23%	522,220 60%	40,750 5%	101,668 12%
	<b>Engagement Factor*</b> (median)	<b>281</b>	<b>23</b>	<b>2,608</b>	<b>6</b>

**\*SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS**

ELIGIBILITY RULES: To be included in this report, both magazine brands and non-magazine brands must meet the following eligibility criteria: • Participate in the quarterly Social Media Report (measuring Likes/Followers) • Have reported metrics for BOTH Social Actions and Publisher Posts in a given time period • Have Publisher Posts of at least an average of 90 per quarter – basically 1 per day • Have Social Actions of at least an average of 900 per quarter – basically 10 per day





SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

# Social Media Report | Engagement Findings

The 4th Quarter 2017 Social Engagement Factor analysis supports the claim that magazine brands have undeniable connections with their consumers—ties that more often than not surpass those of brands based on other media platforms.

**Magazine brands outperform non-magazine brands on social media engagement on all four platforms.**

## SOCIAL MEDIA ENGAGEMENT FACTORS (median)

	 Facebook	 Twitter	 Instagram	 Pinterest
<b>Magazine Media Brands</b>	<b>295</b>	<b>24</b>	<b>3,195</b>	<b>8</b>
<b>Non-Magazine Brands</b>	<b>281</b>	<b>23</b>	<b>2,608</b>	<b>6</b>

### Findings

Engagement on **Facebook**, is driven by fairly high numbers of Publisher Posts (the 2nd highest among the four networks measured) as well as of Engagement Actions (also 2nd highest among the four networks). While not measured in this report, it should also be noted that Facebook is known to drive far more click traffic than any of the other three platforms. **Facebook ranks at #2 in Social Media Engagement Factor** at 295 for 4th Quarter 2017. This Social Media Engagement Factor is higher than that of non-magazine brands which post a median of 281. Both of these factors are very consistent with those of last quarter.

At a median of 24 (on par with non-magazine brands at 23), **the industry Engagement Factor for Twitter is far lower than for either Instagram or Facebook** — but with logical reason. Twitter’s value is skewed more towards real-time happenings and towards events or causes that carry a clearly searchable hashtag. So it will perform best for magazine brands whose content is most timely.

**Instagram followers of the social media content of magazine brands are strongly engaged with those pages.** While Facebook has been the leading network for the magazine brand industry in terms of sheer volume of fans (approximately half of the Likes/Followers across the four measured networks), **Instagram takes the lead in engagement**, with a median Engagement Factor of 3,1195 — Social Media Actions per Publisher Post — versus 2,608 for non-magazine brands.

The Q4 Instagram engagement factor of magazine brands is almost identical with that of Q3. While this factor is significantly higher than that of non-magazine brands, the latter showed a noteworthy increase vs. last quarter. This can be attributed to gains in Engagement Actions on the pages of non-magazine brands with large fan bases, e.g., news, sports and pop culture.

**Pinterest, by far, has the lowest median Engagement Factor** at only 8. This is slightly higher than non-magazine brands who come in at 6. A virtual “visual search engine,” Pinterest suits brands with graphically-rich content as well as those with e-commerce. While many magazine brands may continue to find success on Pinterest, it’s not for every brand. Very few of the magazine brands participating in the Social Media Report have developed Pinterest pages to the level that there would be plethora of social media engagement data.