

Magazine Brand	Publishing Company	CURRENT MONTH - February 2017 (000)					YEAR AGO - February 2016 (000)					February 2017 vs. February 2016 (% change)					YTD AVERAGE - as of February 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
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4 Wheel & Off Road	TEN	2,866	44	111	-	3,022	2,256	57	99	18	2,429	27.0%	-21.8%	12.7%	-100.0%	24.4%	2,866	71	177	-	3,114	27.0%	-22.6%	-12.2%	-100.0%	20.3%
AARP	AARP Media	37,501	3,631	2,901	23	44,056	36,088	3,716	5,061	181	45,046	3.9%	-2.3%	-42.7%	-87.3%	-2.2%	37,501	3,735	3,370	25	44,631	3.9%	0.8%	-32.1%	-87.7%	-0.7%
Allrecipes	Meredith Corporation	8,189	11,793	31,909	990	52,881	7,621	13,243	29,304	406	50,574	7.5%	-10.9%	8.9%	143.8%	4.6%	8,189	12,937	34,683	1,136	56,945	7.5%	-7.6%	8.2%	179.5%	5.3%
Allure	Condé Nast	6,225	996	5,117	2,855	15,193	5,220	1,004	3,206	326	9,756	19.3%	-0.8%	59.6%	776.3%	55.7%	6,225	1,014	5,010	2,396	14,645	19.3%	-2.2%	49.1%	646.7%	47.4%
Architectural Digest	Condé Nast	4,257	381	846	238	5,722	3,669	495	992	-	5,156	16.0%	-23.1%	-14.7%	+	11.0%	4,257	402	859	202	5,720	16.0%	-30.3%	-14.6%	4792.1%	8.8%
Automobile	TEN	3,308	278	172	-	3,758	3,591	290	274	84	4,239	-7.9%	-4.1%	-37.2%	-100.0%	-11.3%	3,308	420	190	-	3,917	-7.9%	36.6%	-38.2%	-100.0%	-8.8%
Autoweek	Crain Communications, Inc.	2,878	408	943	-	4,229	2,064	396	571	-	3,031	39.4%	3.0%	65.1%	-	39.5%	2,878	499	1,060	-	4,437	39.4%	23.7%	90.3%	-	46.7%
Backpacker	Active Interest Media	1,298	156	185	-	1,639	1,157	118	-	-	1,275	12.2%	32.2%	+	-	28.5%	1,298	148	93	-	1,539	12.2%	10.9%	+	-	19.2%
Better Homes and Gardens	Meredith Corporation	36,951	5,171	4,420	578	47,120	36,495	3,385	5,746	229	45,855	1.2%	52.8%	-23.1%	152.4%	2.8%	36,951	5,376	4,470	555	47,352	1.2%	47.8%	-28.2%	129.8%	1.6%
Bicycling	Rodale Inc.	1,629	291	597	-	2,517	1,573	251	577	-	2,401	3.6%	15.9%	3.5%	-	4.8%	1,629	335	724	-	2,688	3.6%	27.1%	25.3%	-	11.3%
Bon Appétit/Epicurious	Condé Nast	6,880	3,786	9,651	1,959	22,276	6,713	5,059	9,733	1,898	23,403	2.5%	-25.2%	-0.8%	3.2%	-4.8%	6,880	4,258	10,749	2,040	23,927	2.5%	-20.7%	-0.2%	8.8%	-3.3%
Brides	Condé Nast	4,921	834	1,282	401	7,438	4,833	811	1,560	80	7,284	1.8%	2.9%	-17.8%	402.8%	2.1%	4,921	855	1,375	748	7,900	1.8%	13.0%	-22.5%	671.4%	5.9%
Car and Driver	Hearst Magazines	9,451	2,197	4,906	97	16,651	8,564	2,674	4,380	149	15,767	10.4%	-17.8%	12.0%	-35.0%	5.6%	9,451	2,393	5,020	103	16,967	10.4%	-10.7%	8.2%	-16.1%	6.0%
Car Craft	TEN	2,192	47	47	7	2,293	1,861	57	86	25	2,028	17.8%	-18.3%	-44.7%	-72.4%	13.0%	2,192	46	51	8	2,298	17.8%	-18.4%	-42.6%	-69.1%	13.0%
Coastal Living	Time Inc.	4,206	303	566	-	5,075	4,126	218	441	-	4,785	1.9%	38.7%	28.5%	-	6.1%	4,206	317	594	-	5,117	1.9%	43.2%	20.3%	-	5.7%
Condé Nast Traveler	Condé Nast	3,376	958	3,250	1,867	9,452	3,319	823	2,419	80	6,641	1.7%	16.4%	34.4%	2239.0%	42.3%	3,376	983	3,454	1,096	8,909	1.7%	12.5%	31.6%	1029.9%	28.8%
Cooking Light	Time Inc.	10,579	812	2,073	72	13,536	11,002	1,743	3,477	-	16,222	-3.8%	-53.4%	-40.4%	+	-16.6%	10,579	849	2,166	84	13,677	-3.8%	-57.8%	-48.2%	+	-20.5%
Cosmopolitan	Hearst Magazines	17,133	2,658	12,099	2,150	34,040	15,073	3,477	13,007	467	32,025	13.7%	-23.6%	-7.0%	360.0%	6.3%	17,133	2,846	12,334	1,514	33,826	13.7%	-15.5%	-8.3%	275.6%	4.7%
Country Living	Hearst Magazines	11,657	2,577	8,448	691	23,372	11,813	2,789	5,571	114	20,287	-1.3%	-7.6%	51.6%	504.5%	15.2%	11,657	2,548	8,433	1,493	24,131	-1.3%	-1.2%	20.9%	1742.6%	12.5%
Cycle World	Bonnier Corporation	1,951	212	320	-	2,483	1,929	143	230	-	2,302	1.1%	48.3%	39.1%	-	7.9%	1,951	196	286	-	2,433	1.1%	40.0%	31.3%	-	6.4%
Departures	* Time Inc.	6,436	-	22	-	6,458	6,094	299	39	-	6,432	5.6%	-100.0%	-42.8%	-	0.4%	6,436	16	33	-	6,484	5.6%	-95.0%	-19.1%	-	0.6%
Diabetic Living	* Meredith Corporation	6,685	115	238	-	7,038	5,586	186	284	-	6,056	19.7%	-38.2%	-16.2%	-	16.2%	6,685	121	230	-	7,036	19.7%	-31.1%	-20.6%	-	16.3%
Dirt Rider	Bonnier Corporation	1,346	75	112	-	1,533	1,435	48	60	-	1,543	-6.2%	56.3%	86.7%	-	-0.6%	1,346	54	126	-	1,526	-6.2%	-2.7%	83.9%	-	-2.1%
Discover	*** Kalmbach Publishing Co.	2,008	209	133	-	2,350	1,940	271	297	-	2,508	3.5%	-22.9%	-55.2%	-	-6.3%	2,008	186	157	-	2,351	3.5%	-20.6%	-31.6%	-	-2.2%
domino	* Domino Media Group, Inc.	1,140	82	650	-	1,871	1,060	166	1,580	-	2,806	7.5%	-50.8%	-58.9%	-	-33.3%	1,140	93	749	-	1,982	7.5%	-39.9%	-50.4%	-	-27.3%
EatingWell	Meredith Corporation	6,060	1,463	2,591	59	10,173	6,171	1,473	2,584	-	10,228	-1.8%	-0.7%	0.3%	+	-0.5%	6,060	1,636	2,993	105	10,794	-1.8%	-0.7%	4.3%	+	1.0%
Elle	Hearst Magazines	5,476	2,316	7,531	2,356	17,679	5,140	2,720	5,205	102	13,166	6.5%	-14.8%	44.7%	2218.6%	34.3%	5,476	2,364	7,031	2,800	17,671	6.5%	-6.2%	39.3%	2988.0%	38.1%
Elle Decor	Hearst Magazines	2,059	328	642	-	3,029	1,714	480	621	-	2,815	20.1%	-31.6%	3.4%	-	7.6%	2,059	344	754	878	4,035	20.1%	-30.3%	14.8%	+	40.9%
Entertainment Weekly	Time Inc.	9,929	4,513	14,540	2,567	31,549	8,484	4,850	13,931	1,867	29,131	17.0%	-6.9%	4.4%	37.5%	8.3%	9,929	4,626	15,000	2,581	32,136	17.0%	-12.4%	0.4%	50.0%	5.6%
Entrepreneur	Entrepreneur Media	3,061	3,953	2,698	542	10,254	2,526	4,655	3,280	698	11,159	21.2%	-15.1%	-17.7%	-22.3%	-8.1%	3,061	3,211	2,800	287	9,358	21.2%	-30.1%	-19.2%	-62.6%	-17.6%

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ESPN The Magazine	ESPN, Inc.	14,674	18,950	40,627	8,963	83,214	14,441	19,728	44,233	11,300	89,702	1.6%	-3.9%	-8.2%	-20.7%	-7.2%	14,674	21,001	44,988	10,071	90,733	1.6%	-0.8%	-6.3%	-16.9%	-5.2%
Esquire	Hearst Magazines	3,317	2,152	4,921	818	11,208	3,029	3,987	4,869	68	11,953	9.5%	-46.0%	1.1%	1109.9%	-6.2%	3,317	2,361	6,365	479	12,521	9.5%	-38.3%	24.2%	-59.9%	-4.9%
Essence	Time Inc.	6,626	726	3,193	122	10,667	7,075	797	3,180	35	11,088	-6.3%	-9.0%	0.4%	245.7%	-3.8%	6,626	752	3,544	131	11,053	-6.3%	-8.7%	12.4%	638.6%	-0.2%
Family Circle	Meredith Corporation	15,736	192	197	-	16,125	15,908	127	166	-	16,201	-1.1%	51.2%	18.7%	-	-0.5%	15,736	227	237	-	16,199	-1.1%	54.1%	22.2%	-	-0.3%
FamilyFun	** Meredith Corporation	3,664	-	-	-	3,664	4,153	-	-	-	4,153	-11.8%	-	-	-	-11.8%	3,664	-	-	-	3,664	-11.8%	-	-	-	-11.8%
Fast Company	* Mansueto Ventures	2,175	1,969	3,428	-	7,572	2,211	2,685	6,058	232	11,186	-1.6%	-26.7%	-43.4%	-100.0%	-32.3%	2,175	1,932	3,344	-	7,451	-1.6%	-24.3%	-36.7%	-100.0%	-27.2%
Field & Stream	Bonnier Corporation	9,292	340	1,297	-	10,929	8,086	533	1,213	119	9,951	14.9%	-36.2%	6.9%	-100.0%	9.8%	9,292	404	1,453	-	11,149	14.9%	-30.6%	14.0%	-100.0%	11.5%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	313	1,908	-	9,221	7,000	328	1,422	-	8,750	0.0%	-4.6%	34.2%	-	5.4%	7,000	345	2,121	-	9,465	0.0%	8.5%	37.1%	-	6.8%
Flying	Bonnier Corporation	846	51	174	-	1,071	1,013	102	112	-	1,227	-16.5%	-50.0%	55.4%	-	-12.7%	846	94	166	-	1,106	-16.5%	84.3%	54.4%	-	-5.6%
Food & Wine	Time Inc.	8,150	1,003	1,373	239	10,765	7,313	1,414	4,137	-	12,864	11.4%	-29.1%	-66.8%	+	-16.3%	8,150	1,261	2,570	182	12,163	11.4%	-12.4%	-41.6%	359.9%	-7.8%
Food Network Magazine	Hearst Magazines	13,874	972	3,054	197	18,097	12,736	1,440	3,249	101	17,525	8.9%	-32.5%	-6.0%	95.2%	3.3%	13,874	1,096	3,382	126	18,478	8.9%	-28.1%	-2.9%	35.0%	3.6%
Forbes	Forbes Media	7,776	16,733	37,501	3,431	65,441	6,729	19,132	26,194	1,763	53,818	15.6%	-12.5%	43.2%	94.6%	21.6%	7,776	17,325	38,190	3,691	66,981	15.6%	-11.4%	32.3%	124.3%	17.9%
Fortune	Time Inc.	3,668	3,643	5,621	1,248	14,181	3,296	5,168	6,794	673	15,930	11.3%	-29.5%	-17.3%	85.6%	-11.0%	3,668	2,989	5,006	1,188	12,851	11.3%	-40.6%	-21.1%	110.4%	-15.7%
Game & Fish	Outdoor Sportsman Group	6,535	116	249	-	6,900	5,679	115	188	-	5,982	15.1%	0.9%	32.4%	-	15.3%	6,535	115	244	-	6,894	15.1%	1.8%	28.8%	-	15.3%
Glamour	Condé Nast	10,485	1,615	7,537	2,113	21,750	9,897	1,326	5,811	1,222	18,256	5.9%	21.8%	29.7%	72.9%	19.1%	10,485	1,591	6,466	2,758	21,300	5.9%	21.2%	8.3%	172.0%	17.1%
Golf Digest	Condé Nast	5,131	590	1,609	344	7,674	4,503	468	1,056	1,054	7,081	13.9%	26.1%	52.4%	-67.4%	8.4%	5,131	564	1,498	360	7,553	13.9%	26.4%	48.9%	-49.8%	13.2%
Golf Magazine	Time Inc.	4,864	605	968	146	6,583	4,144	733	871	214	5,962	17.4%	-17.5%	11.1%	-31.6%	10.4%	4,864	587	896	168	6,515	17.4%	-16.2%	-6.0%	-11.9%	8.8%
Good Housekeeping	Hearst Magazines	19,468	2,303	6,139	78	27,988	18,332	4,435	5,628	251	28,645	6.2%	-48.1%	9.1%	-68.9%	-2.3%	19,468	2,711	7,256	224	29,659	6.2%	-31.0%	19.4%	78.3%	4.2%
GQ	Condé Nast	6,417	2,062	7,586	4,191	20,256	6,031	2,429	5,578	2,440	16,478	6.4%	-15.1%	36.0%	71.7%	22.9%	6,417	2,124	8,332	3,533	20,406	6.4%	-2.0%	54.8%	69.6%	30.3%
Guns & Ammo	Outdoor Sportsman Group	11,106	219	453	-	11,778	9,724	370	539	-	10,633	14.2%	-40.8%	-16.0%	-	10.8%	11,106	245	479	-	11,830	14.2%	-41.9%	-21.2%	-	10.0%
Harper's Bazaar	Hearst Magazines	3,073	1,076	4,394	1,788	10,330	3,110	2,352	4,263	111	9,836	-1.2%	-54.3%	3.1%	1509.0%	5.0%	3,073	1,215	4,337	2,212	10,837	-1.2%	-39.0%	-0.4%	2363.9%	13.6%
Health	Time Inc.	8,918	1,905	6,195	193	17,211	8,054	2,749	7,291	117	18,212	10.7%	-30.7%	-15.0%	64.9%	-5.5%	8,918	2,091	6,441	169	17,619	10.7%	-22.8%	-15.4%	47.9%	-4.7%
HGTV Magazine	Hearst Magazines	9,455	169	337	32	9,992	8,356	212	383	44	8,995	13.2%	-20.3%	-12.1%	-27.9%	11.1%	9,455	188	374	27	10,045	13.2%	-16.5%	-13.3%	-43.4%	10.9%
Hot Rod	TEN	5,573	178	181	26	5,957	5,584	218	327	95	6,223	-0.2%	-18.3%	-44.7%	-72.4%	-4.3%	5,573	177	195	30	5,976	-0.2%	-18.4%	-42.6%	-69.1%	-4.2%
House Beautiful	Hearst Magazines	6,079	775	1,649	66	8,568	5,068	1,198	1,618	-	7,885	19.9%	-35.4%	1.9%	+	8.7%	6,079	901	1,683	33	8,695	19.9%	-23.7%	-13.9%	+	6.0%
In-Fisherman	Outdoor Sportsman Group	3,985	30	22	-	4,037	2,988	48	108	-	3,144	33.4%	-37.5%	-79.6%	-	28.4%	3,985	15	64	-	4,064	33.4%	-74.4%	-41.7%	-	28.8%
InStyle	Time Inc.	9,047	1,187	3,355	111	13,700	8,269	1,711	3,610	8	13,598	9.4%	-30.6%	-7.1%	1283.7%	0.7%	9,047	1,422	3,354	76	13,899	9.4%	-18.5%	-13.2%	692.6%	0.1%
Kraft Food & Family	* Meredith Corporation	2,250	1,874	4,879	131	9,134	2,250	2,052	5,052	98	9,452	0.0%	-8.7%	-3.4%	33.7%	-3.4%	2,250	1,801	4,676	127	8,853	0.0%	-16.6%	-4.4%	15.5%	-5.9%
Marie Claire	Hearst Magazines	3,360	1,239	3,142	3,480	11,221	2,921	1,751	2,787	154	7,614	15.0%	-29.2%	12.7%	2153.8%	47.4%	3,360	1,360	3,178	3,647	11,545	15.0%	-5.7%	17.1%	3271.1%	60.7%
Martha Stewart Living	Meredith Corporation	8,519	2,490	4,755	658	16,422	7,824	3,146	7,139	457	18,566	8.9%	-20.9%	-33.4%	44.0%	-11.5%	8,519	2,355	4,921	650	16,444	8.9%	-29.6%	-36.8%	39.5%	-15.3%
Men's Fitness	American Media, Inc.	7,683	1,200	3,106	40	12,030	7,109	1,502	3,338	379	12,328	8.1%	-20.1%	-6.9%	-89.4%	-2.4%	7,683	1,284	3,582	28	12,576	8.1%	-17.2%	-0.9%	-90.4%	0.1%
Men's Health	Rodale Inc.	13,575	1,481	5,583	-	20,639	12,244	1,558	5,312	-	19,114	10.9%	-4.9%	5.1%	-	8.0%	13,575	1,530	5,448	-	20,552	10.9%	0.5%	7.8%	-	9.2%
Midwest Living	Meredith Corporation	3,247	288	453	-	3,988	3,626	313	652	-	4,591	-10.5%	-8.0%	-30.5%	-	-13.1%	3,247	287	480	-	4,014	-10.5%	-10.6%	-27.1%	-	-12.8%

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Money	Time Inc.	5,978	1,197	2,702	-	9,877	5,729	1,676	2,407	-	9,812	4.3%	-28.6%	12.3%	-	0.7%	5,978	1,531	3,328	10	10,847	4.3%	-18.0%	10.4%	+	2.2%
Mother Earth News	Ogden Publications	2,702	298	734	-	3,734	2,671	518	1,144	-	4,333	1.2%	-42.5%	-35.8%	-	-13.8%	2,702	338	842	-	3,882	1.2%	-37.1%	-22.0%	-	-9.5%
Motor Trend	TEN	6,922	1,301	1,334	910	10,467	7,139	1,042	1,196	1,137	10,514	-3.0%	24.9%	11.5%	-20.0%	-0.4%	6,922	1,467	1,320	996	10,705	-3.0%	45.5%	15.4%	-16.7%	2.1%
Motorcyclist	Bonnier Corporation	1,408	48	99	-	1,555	1,613	93	111	-	1,817	-12.7%	-48.4%	-10.8%	-	-14.4%	1,408	44	95	-	1,547	-12.7%	-51.9%	-10.8%	-	-14.6%
Muscle & Fitness	American Media, Inc.	6,438	635	2,207	-	9,279	6,723	781	2,388	237	10,128	-4.2%	-18.7%	-7.6%	-100.0%	-8.4%	6,438	644	2,196	21	9,298	-4.2%	-19.4%	-11.3%	-88.7%	-8.7%
National Enquirer	American Media, Inc.	6,965	195	554	-	7,713	5,990	329	736	137	7,192	16.3%	-40.8%	-24.8%	-100.0%	7.2%	6,965	205	495	-	7,665	16.3%	-36.7%	-36.0%	-100.0%	6.4%
National Geographic	National Geographic Partners	30,764	3,826	4,859	272	39,721	29,438	4,287	4,357	291	38,373	4.5%	-10.7%	11.5%	-6.5%	3.5%	30,764	4,010	5,436	208	40,418	4.5%	-5.7%	22.5%	-30.7%	5.2%
National Geographic Kids	National Geographic Partners	6,992	293	372	21	7,679	6,601	329	334	22	7,286	5.9%	-10.7%	11.5%	-6.5%	5.4%	6,992	307	417	16	7,732	5.9%	-5.7%	22.5%	-30.7%	6.1%
National Geographic Traveler	National Geographic Partners	11,135	393	499	28	12,054	9,411	440	447	30	10,328	18.3%	-10.7%	11.5%	-6.5%	16.7%	11,135	411	558	21	12,125	18.3%	-5.7%	22.5%	-30.7%	17.3%
New York Magazine	New York Media	2,514	5,163	16,255	328	24,260	2,578	5,843	12,454	213	21,088	-2.5%	-11.6%	30.5%	54.0%	15.0%	2,514	5,738	18,209	408	26,869	-2.5%	2.1%	46.3%	-10.6%	27.3%
NYLON	* NYLON Media	1,167	1,041	481	-	2,689	1,213	288	2,048	99	3,648	-3.8%	261.5%	-76.5%	-100.0%	-26.3%	1,167	624	581	-	2,372	-3.8%	97.8%	-77.4%	-100.0%	-43.7%
O, The Oprah Magazine	Hearst Magazines	9,547	642	1,126	927	12,242	10,499	828	1,471	1,605	14,403	-9.1%	-22.5%	-23.4%	-42.2%	-15.0%	9,547	676	1,240	1,055	12,518	-9.1%	-19.9%	-22.9%	-33.4%	-13.9%
OK! Magazine	American Media, Inc.	4,940	1,001	1,957	52	7,950	4,467	3,474	4,811	1,761	14,513	10.6%	-71.2%	-59.3%	-97.0%	-45.2%	4,940	928	1,964	26	7,857	10.6%	-70.8%	-58.5%	-98.5%	-44.5%
Outdoor Life	Bonnier Corporation	5,975	259	745	-	6,979	5,473	297	649	-	6,419	9.2%	-12.8%	14.8%	-	8.7%	5,975	254	710	-	6,939	9.2%	-22.2%	-3.7%	-	6.2%
Parents	** Meredith Corporation	12,067	1,484	5,693	177	19,421	12,798	1,665	6,262	-	20,725	-5.7%	-10.9%	-9.1%	+	-6.3%	12,067	1,531	5,884	193	19,674	-5.7%	-7.5%	-11.3%	1032.4%	-6.8%
People	Time Inc.	42,448	5,794	28,371	4,037	80,649	39,431	8,199	26,286	2,818	76,734	7.7%	-29.3%	7.9%	43.3%	5.1%	42,448	6,065	27,042	4,416	79,971	7.7%	-32.3%	-9.9%	42.0%	-1.9%
People en Español	Time Inc.	7,050	85	821	38	7,994	6,797	167	1,118	-	8,083	3.7%	-49.2%	-26.6%	+	-1.1%	7,050	92	887	42	8,071	3.7%	-41.0%	-26.2%	+	-1.0%
Petersen's Hunting	Outdoor Sportsman Group	4,435	27	61	-	4,523	4,591	-	74	-	4,665	-3.4%	+	-17.6%	-	-3.0%	4,435	14	77	-	4,526	-3.4%	+	-1.9%	-	-3.1%
Playboy	Playboy Enterprises Inc.	3,677	625	3,295	252	7,848	3,793	870	5,078	514	10,254	-3.1%	-28.2%	-35.1%	-51.0%	-23.5%	3,677	582	3,247	305	7,811	-3.1%	-35.6%	-38.9%	-32.8%	-25.4%
Popular Mechanics	Hearst Magazines	7,202	1,935	3,324	64	12,525	7,867	2,625	2,710	-	13,203	-8.5%	-26.3%	22.7%	+	-5.1%	7,202	1,958	3,433	102	12,696	-8.5%	-23.4%	17.4%	+	-4.9%
Popular Science	Bonnier Corporation	7,565	827	1,481	110	9,983	6,861	789	1,191	82	8,923	10.3%	4.8%	24.3%	34.1%	11.9%	7,565	821	1,534	107	10,026	10.3%	2.6%	20.3%	73.2%	11.4%
Prevention	Rodale Inc.	6,670	1,786	4,766	-	13,222	7,072	1,895	5,512	-	14,479	-5.7%	-5.8%	-13.5%	-	-8.7%	6,670	1,903	5,255	-	13,828	-5.7%	-1.5%	-11.3%	-	-7.4%
Rachael Ray Every Day	Meredith Corporation	6,081	115	356	-	6,552	5,186	349	658	-	6,193	17.3%	-67.0%	-45.9%	-	5.8%	6,081	109	305	-	6,494	17.3%	-71.3%	-60.3%	-	2.6%
Reader's Digest	Trusted Media Brands	19,128	2,085	2,322	-	23,535	18,387	1,596	4,077	50	24,110	4.0%	30.7%	-43.0%	-100.0%	-2.4%	19,128	2,261	2,923	-	24,312	4.0%	53.1%	-26.9%	-100.0%	1.6%
Real Simple	Time Inc.	7,432	2,365	5,766	163	15,726	7,541	3,306	6,875	74	17,796	-1.4%	-28.5%	-16.1%	119.4%	-11.6%	7,432	2,621	6,067	184	16,304	-1.4%	-22.3%	-16.4%	122.6%	-10.7%
Redbook	Hearst Magazines	5,509	700	1,871	336	8,416	5,423	846	2,276	58	8,603	1.6%	-17.2%	-17.8%	481.1%	-2.2%	5,509	877	2,298	614	9,298	1.6%	-6.6%	-19.0%	835.0%	0.3%
Road & Track	Hearst Magazines	2,871	795	1,795	-	5,461	3,133	1,047	1,361	-	5,542	-8.4%	-24.1%	31.9%	-	-1.5%	2,871	864	1,902	-	5,637	-8.4%	-16.3%	20.9%	-	-1.8%
Runner's World	Rodale Inc.	2,686	901	2,789	-	6,376	2,692	1,103	3,571	-	7,366	-0.2%	-18.3%	-21.9%	-	-13.4%	2,686	903	2,739	-	6,328	-0.2%	-18.3%	-22.3%	-	-13.6%
Saveur	* Bonnier Corporation	1,573	415	957	-	2,945	1,573	606	1,108	-	3,287	0.0%	-31.5%	-13.6%	-	-10.4%	1,573	452	1,019	-	3,044	0.0%	-26.2%	-24.7%	-	-14.0%
Self	Condé Nast	4,319	1,596	3,826	1,936	11,677	3,624	1,384	3,907	199	9,114	19.2%	15.3%	-2.1%	870.6%	28.1%	4,319	1,712	4,107	1,178	11,316	19.2%	24.7%	6.6%	652.1%	25.7%
Ser Padres	** Meredith Corporation	2,154	-	29	-	2,183	2,075	-	-	-	2,075	3.8%	-	+	-	5.2%	2,154	-	29	-	2,183	3.8%	-	+	-	5.2%
Seventeen	Hearst Magazines	7,154	733	2,126	99	10,111	6,201	1,018	3,102	133	10,454	15.4%	-28.1%	-31.5%	-25.4%	-3.3%	7,154	799	2,104	113	10,170	15.4%	-25.2%	-41.4%	-14.0%	-7.5%
Shape	* Meredith Corporation	5,890	3,533	5,728	282	15,433	6,050	2,261	6,020	48	14,379	-2.6%	56.3%	-4.9%	487.5%	7.3%	5,890	3,840	5,544	268	15,542	-2.6%	56.9%	1.1%	261.5%	10.6%

Magazine Brand	Publishing Company	CURRENT MONTH - February 2017 (000)					YEAR AGO - February 2016 (000)					February 2017 vs. February 2016 (% change)					YTD AVERAGE - as of February 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
Siempre Mujer	Meredith Corporation	1,914	3	129	-	2,046	2,015	29	40	-	2,084	-5.0%	-89.7%	222.5%	-	-1.8%	1,914	10	114	-	2,038	-5.0%	-39.4%	121.4%	-	-2.2%
Ski	Active Interest Media	1,389	17	36	-	1,442	1,307	54	37	-	1,398	6.3%	-68.5%	-2.7%	-	3.1%	1,389	31	101	-	1,521	6.3%	-42.1%	132.2%	-	8.3%
Smithsonian	Smithsonian Enterprises	7,253	1,769	4,277	178	13,477	6,910	1,447	2,771	42	11,170	5.0%	22.3%	54.3%	323.8%	20.7%	7,253	1,674	4,294	191	13,411	5.0%	22.7%	70.1%	504.8%	23.8%
Soap Opera Digest	American Media, Inc.	2,984	56	133	-	3,173	3,113	31	-	-	3,144	-4.1%	79.1%	+	-	0.9%	2,984	53	120	-	3,157	-4.1%	24.3%	+	-	0.1%
Southern Living	Time Inc.	15,855	1,485	3,573	109	21,022	15,088	1,638	3,440	65	20,231	5.1%	-9.3%	3.9%	67.4%	3.9%	15,855	1,570	3,444	128	20,996	5.1%	-6.6%	-9.8%	40.0%	1.5%
Sports Illustrated	Time Inc.	18,599	3,835	9,937	2,530	34,901	18,342	7,245	11,845	4,269	41,702	1.4%	-47.1%	-16.1%	-40.7%	-16.3%	18,599	3,932	10,338	2,566	35,435	1.4%	-40.0%	-9.5%	-28.7%	-11.2%
Star	American Media, Inc.	6,390	26	190	-	6,607	5,808	165	1,359	99	7,432	10.0%	-84.0%	-86.0%	-100.0%	-11.1%	6,390	36	180	-	6,605	10.0%	-77.9%	-88.6%	-100.0%	-13.0%
Street Rodder	TEN	2,421	106	108	16	2,650	2,011	130	195	56	2,391	20.4%	-18.3%	-44.7%	-72.4%	10.8%	2,421	106	116	18	2,661	20.4%	-18.4%	-42.6%	-69.1%	10.8%
StyleWatch	Time Inc.	5,198	1,056	4,599	19	10,873	5,134	1,443	6,781	28	13,386	1.2%	-26.8%	-32.2%	-33.4%	-18.8%	5,198	1,050	3,949	52	10,249	1.2%	-23.2%	-27.8%	266.5%	-14.5%
Sunset	Time Inc.	4,438	355	576	21	5,391	4,756	522	687	-	5,965	-6.7%	-31.9%	-16.1%	+	-9.6%	4,438	377	595	32	5,442	-6.7%	-22.0%	-6.1%	+	-7.3%
Taste of Home	Trusted Media Brands	13,241	3,349	6,469	20	23,078	12,248	3,573	7,714	1,505	25,040	8.1%	-6.3%	-16.1%	-98.7%	-7.8%	13,241	3,472	6,551	23	23,286	8.1%	-9.0%	-24.0%	-98.8%	-12.6%
Teen Vogue	Condé Nast	3,040	1,178	7,827	532	12,578	3,469	704	2,189	212	6,573	-12.4%	67.5%	257.6%	151.6%	91.4%	3,040	1,193	6,877	618	11,728	-12.4%	85.4%	198.2%	161.9%	76.2%
Texas Monthly	Emmis Publishing	2,158	208	546	-	2,912	2,736	277	719	-	3,732	-21.1%	-24.9%	-24.1%	-	-22.0%	2,158	222	635	-	3,014	-21.1%	-19.3%	-12.6%	-	-19.3%
The Atlantic	Atlantic Media	2,149	6,404	15,530	100	24,183	1,898	6,224	10,154	392	18,668	13.2%	2.9%	52.9%	-74.5%	29.5%	2,149	6,291	15,742	104	24,285	13.2%	5.6%	50.6%	-68.1%	30.3%
The Economist	The Economist Newspaper Limited	2,213	1,741	2,092	61	6,107	2,407	2,112	1,774	27	6,320	-8.1%	-17.6%	17.9%	125.9%	-3.4%	2,213	1,669	1,912	50	5,844	-8.1%	-18.4%	8.8%	33.3%	-6.4%
The Family Handyman	Trusted Media Brands	4,761	1,556	1,833	-	8,150	4,647	1,293	2,775	284	8,999	2.5%	20.3%	-34.0%	-100.0%	-9.4%	4,761	1,893	1,951	-	8,605	2.5%	45.1%	-31.7%	-100.0%	-4.6%
The New Yorker	Condé Nast	4,858	3,973	11,379	1,137	21,347	4,326	4,203	9,498	588	18,615	12.3%	-5.5%	19.8%	93.2%	14.7%	4,858	3,971	11,701	922	21,452	12.3%	0.4%	31.5%	78.4%	21.2%
This Old House	This Old House Ventures, LLC	5,949	1,001	1,959	-	8,909	5,084	1,300	2,161	-	8,545	17.0%	-23.0%	-9.3%	-	4.3%	5,949	985	1,746	-	8,680	17.0%	-26.5%	-22.8%	-	-0.1%
Time	Time Inc.	18,399	6,767	19,429	3,580	48,175	16,623	7,885	18,816	1,506	44,830	10.7%	-14.2%	3.3%	137.7%	7.5%	18,399	7,055	23,224	3,695	52,373	10.7%	-14.9%	14.1%	120.9%	11.6%
Town & Country	Hearst Magazines	3,197	545	1,032	2,273	7,047	3,003	515	1,002	-	4,520	6.5%	5.8%	3.0%	+	55.9%	3,197	561	1,169	1,197	6,125	6.5%	2.7%	7.7%	+	32.1%
Traditional Home	Meredith Corporation	4,284	60	54	-	4,398	3,938	45	83	-	4,066	8.8%	33.3%	-34.9%	-	8.2%	4,284	47	76	-	4,406	8.8%	29.2%	-17.5%	-	8.4%
Travel + Leisure	Time Inc.	6,583	1,749	4,452	205	12,989	5,814	1,143	2,737	-	9,694	13.2%	53.0%	62.7%	+	34.0%	6,583	1,903	4,582	255	13,323	13.2%	62.1%	46.7%	+	31.8%
Vanity Fair	Condé Nast	7,926	3,101	11,075	3,626	25,728	7,527	3,153	6,790	1,930	19,399	5.3%	-1.7%	63.1%	87.9%	32.6%	7,926	3,108	10,881	4,319	26,233	5.3%	-4.9%	64.0%	159.8%	37.4%
Veranda	Hearst Magazines	1,228	-	246	-	1,474	1,160	-	84	-	1,244	5.9%	-	191.7%	-	18.5%	1,228	-	152	-	1,380	5.9%	-	67.9%	-	10.3%
Vogue	Condé Nast	11,659	1,831	3,849	1,328	18,667	11,389	2,103	3,430	946	17,867	2.4%	-12.9%	12.2%	40.5%	4.5%	11,659	1,788	3,704	1,575	18,726	2.4%	-6.9%	7.7%	109.4%	7.0%
W	Condé Nast	1,036	275	793	826	2,931	1,046	264	415	914	2,639	-1.0%	4.2%	91.0%	-9.6%	11.1%	1,036	266	714	963	2,980	-1.0%	69.7%	81.9%	37.0%	29.6%
WebMD Magazine	WebMD, LLC	10,336	13,655	32,486	21	56,498	10,009	15,444	32,681	80	58,214	3.3%	-11.6%	-0.6%	-73.2%	-2.9%	10,336	14,311	33,638	34	58,318	3.3%	-6.8%	1.3%	-46.5%	-0.5%
Wired	Condé Nast	3,013	3,511	6,717	1,470	14,711	2,382	4,244	6,532	1,449	14,607	26.5%	-17.3%	2.8%	1.5%	0.7%	3,013	3,403	6,728	2,066	15,210	26.5%	-20.1%	3.6%	76.3%	6.3%
Woman's Day	Hearst Magazines	16,531	943	3,737	238	21,449	16,213	1,435	2,451	-	20,100	2.0%	-34.3%	52.4%	+	6.7%	16,531	951	3,342	119	20,943	2.0%	-23.4%	37.5%	41.6%	4.9%
Women's Health	Rodale Inc.	11,341	1,603	5,976	-	18,920	9,982	1,864	6,941	-	18,787	13.6%	-14.0%	-13.9%	-	0.7%	11,341	1,625	6,064	-	19,030	13.6%	-10.1%	-6.7%	-	4.0%
Yoga Journal	Active Interest Media	1,966	400	249	-	2,615	2,029	141	-	-	2,170	-3.1%	183.7%	+	-	20.5%	1,966	421	228	-	2,615	-3.1%	205.8%	477.2%	-	18.5%
Total (000)		928,883	223,679	555,477	74,188	1,782,227	880,874	260,599	539,633	51,558	1,732,663	5.5%	-14.2%	2.9%	43.9%	2.9%	928,883	233,772	578,882	77,165	1,818,702	5.5%	-10.9%	2.3%	50.6%	3.3%
Share by Platform (%)		52.1%	12.6%	31.2%	4.2%	100.0%	50.8%	15.0%	31.1%	3.0%	100.0%						51.1%	12.9%	31.8%	4.2%	100.0%					

Magazine Brand	Publishing Company	CURRENT MONTH - February 2017 (000)					YEAR AGO - February 2016 (000)					February 2017 vs. February 2016 (% change)					YTD AVERAGE - as of February 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°

* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.

** Meredith Corporation's Desktop/Laptop, Mobile Web, and Video data for: (A) *Family Fun* and *Ser Padres* are rolled up into *Parents* for both 2015 and 2016, and (B) *Shape* are estimated for Jan. and Feb. 2016 due to a comScore tagging error.

Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

SOURCES:

Current Month

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; February 2017 and February 2016; U.S.
- Mobile Web: comScore Mobile Metrix; February 2017 and February 2016; U.S.
- Video: comScore Video Metrix; February 2017 and February 2016; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - February 2017 and January 2016 - February 2016; U.S.
- Mobile Web: comScore Media Metrix® January 2017 - February 2017 and January 2016 - February 2016; U.S.
- Video: comScore Media Metrix® January 2017 - February 2017 and January 2016 - February 2016; U.S.

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print editions only.
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P2+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.
- Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.
- Video Unique Viewers: Those unique P2+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.

Note: In certain instances, the comScore or Nielsen Online data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Nielsen Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.

About Magazine Media 360°

Magazine Media 360° is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360° uses data from leading third-party providers and currently covers 127 magazine media brands from 29 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360° Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360°, which launched October 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360° Social Media Report is released separately on a quarterly basis.