

Magazine Brand	Publishing Company	CURRENT MONTH - February 2018 (000)					YEAR AGO - February 2017 (000)					February 2018 vs. February 2017 (% change)					YTD AVERAGE - as of February 2018 (000)					YTD 2018 vs. YTD 2017 (% 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°
4 Wheel & Off Road	TEN	3,014	47	140	4	3,205	2,648	44	111	-	2,803	13.8%	6.8%	26.1%	+	14.3%	3,014	48	124	2	3,188	13.8%	7.9%	11.7%	+	13.7%
AARP	AARP Media	38,557	3,234	5,618	-	47,409	37,501	3,630	2,900	24	44,055	2.8%	-10.9%	93.7%	-100.0%	7.6%	38,557	3,375	6,314	-	48,245	2.8%	-9.6%	87.4%	-100.0%	8.1%
AFAR	AFAR Media	626	70	389	-	1,085	511	106	158	-	775	22.5%	-34.0%	146.2%	-	40.0%	626	71	300	-	997	22.5%	-24.6%	-12.2%	-	5.3%
Allrecipes	Meredith Corporation	7,806	8,960	27,558	1,268	45,592	8,189	11,793	31,909	1,165	53,056	-4.7%	-24.0%	-13.6%	8.8%	-14.1%	7,806	9,929	30,535	1,213	49,483	-4.7%	-23.2%	-12.0%	-0.9%	-13.2%
Allure	Condé Nast	5,648	1,335	4,509	2,145	13,638	6,225	996	5,117	2,855	15,193	-9.3%	34.0%	-11.9%	-24.9%	-10.2%	5,648	1,317	4,395	2,356	13,716	-9.3%	29.9%	-12.3%	-1.7%	-6.3%
Architectural Digest	Condé Nast	4,047	687	1,552	464	6,750	4,257	381	846	238	5,722	-4.9%	80.6%	83.3%	94.8%	18.0%	4,047	643	1,566	379	6,634	-4.9%	59.8%	82.3%	87.3%	16.0%
Automobile	TEN	3,295	230	179	-	3,704	3,308	278	172	-	3,758	-0.4%	-17.3%	4.1%	-	-1.4%	3,295	269	199	-	3,763	-0.4%	-35.9%	5.0%	-	-3.9%
Backpacker	Active Interest Media	1,455	175	234	-	1,864	1,298	156	185	-	1,639	12.1%	12.2%	26.5%	-	13.7%	1,455	184	244	-	1,883	12.1%	24.3%	163.2%	-	22.4%
Better Homes and Gardens	Meredith Corporation	36,324	2,792	4,182	252	43,550	36,951	5,171	4,420	578	47,120	-1.7%	-46.0%	-5.4%	-56.4%	-7.6%	36,324	3,833	4,387	271	44,814	-1.7%	-28.7%	-1.9%	-51.2%	-5.4%
Bicycling	Hearst Magazines	1,334	301	470	-	2,105	1,629	291	597	-	2,518	-18.1%	3.2%	-21.3%	-	-16.4%	1,334	292	452	46	2,124	-18.1%	-12.9%	-37.6%	+	-21.0%
Birds & Blooms	Trusted Media Brands	5,017	131	175	-	5,323	5,510	126	210	-	5,846	-8.9%	4.0%	-16.7%	-	-8.9%	5,017	130	182	-	5,329	-8.9%	-3.7%	-50.3%	-	-11.3%
Bon Appétit/Epicurious	Condé Nast	6,592	3,217	9,336	3,855	23,000	6,880	3,788	9,658	1,747	22,073	-4.2%	-15.1%	-3.3%	120.7%	4.2%	6,592	3,518	10,116	3,958	24,184	-4.2%	-17.4%	-6.1%	136.4%	2.5%
Brides	Condé Nast	5,437	707	1,563	656	8,364	4,921	834	1,282	401	7,438	10.5%	-15.2%	22.0%	63.5%	12.4%	5,437	760	1,819	933	8,948	10.5%	-11.2%	32.3%	157.0%	19.1%
Car and Driver	Hearst Magazines	8,712	1,847	4,971	77	15,607	9,451	2,197	4,906	97	16,651	-7.8%	-15.9%	1.3%	-20.5%	-6.3%	8,712	2,062	5,327	76	16,177	-7.8%	-13.9%	6.1%	-26.5%	-4.7%
Car Craft	TEN	2,222	52	43	7	2,324	2,192	47	47	7	2,293	1.4%	10.6%	-8.5%	-	1.4%	2,222	52	49	7	2,329	1.4%	11.8%	-4.9%	-18.8%	1.4%
Coastal Living	Meredith Corporation	4,622	223	714	-	5,559	4,206	303	566	-	5,075	9.9%	-26.4%	26.2%	-	9.5%	4,622	229	763	-	5,613	9.9%	-27.8%	28.4%	-	9.7%
Condé Nast Traveler	Condé Nast	3,472	726	2,784	1,285	8,267	3,376	958	3,250	1,867	9,451	2.8%	-24.2%	-14.3%	-31.2%	-12.5%	3,472	791	2,757	1,492	8,512	2.8%	-19.6%	-20.2%	36.1%	-4.5%
Cooking Light	Meredith Corporation	9,769	951	2,063	72	12,855	10,579	812	2,073	72	13,536	-7.7%	17.1%	-0.5%	0.5%	-5.0%	9,769	1,016	2,430	83	13,298	-7.7%	19.7%	12.2%	-0.7%	-2.8%
Cosmopolitan	Hearst Magazines	16,158	2,138	13,335	603	32,234	17,133	2,658	12,099	2,150	34,040	-5.7%	-19.5%	10.2%	-72.0%	-5.3%	16,158	2,333	12,559	584	31,633	-5.7%	-18.0%	1.8%	-61.4%	-6.5%
Country Living	Hearst Magazines	11,798	1,865	8,874	104	22,641	11,657	2,577	8,448	691	23,372	1.2%	-27.6%	5.0%	-84.9%	-3.1%	11,798	2,190	8,821	358	23,167	1.2%	-14.0%	4.6%	-76.0%	-4.0%
Cycle World	Bonnier Corporation	1,404	260	460	-	2,124	1,951	212	320	-	2,483	-28.0%	22.6%	43.8%	-	-14.5%	1,404	243	461	-	2,108	-28.0%	24.0%	61.3%	-	-13.4%
Departures	Meredith Corporation	6,436	-	36	-	6,472	6,094	41	22	-	6,157	5.6%	-100.0%	60.9%	-	5.1%	6,466	9	41	-	6,516	3.2%	-75.0%	26.1%	-	2.9%
Diabetic Living	Meredith Corporation	6,662	125	297	-	7,084	6,153	115	238	-	6,506	8.3%	9.3%	24.7%	-	8.9%	6,662	129	306	-	7,097	8.3%	6.5%	33.3%	-	9.1%
Dirt Rider	Bonnier Corporation	1,363	32	157	-	1,552	1,346	75	112	-	1,533	1.3%	-57.3%	40.2%	-	1.2%	1,363	54	173	-	1,590	1.3%	0.9%	37.3%	-	4.2%
Discover	Kalmbach Publishing Co.	2,141	131	92	-	2,364	1,903	209	133	-	2,245	12.5%	-37.3%	-30.8%	-	5.3%	2,141	182	137	-	2,460	12.5%	-1.9%	-12.7%	-	9.6%
domino	Domino Media Group, Inc.	1,195	246	620	-	2,061	1,140	82	650	-	1,872	4.8%	200.0%	-4.6%	-	10.1%	1,195	245	636	-	2,076	4.8%	163.4%	-15.2%	-	4.7%
EatingWell	Meredith Corporation	6,803	1,211	2,506	-	10,520	6,060	1,463	2,591	59	10,173	12.3%	-17.2%	-3.3%	-100.0%	3.4%	6,803	1,413	2,808	58	11,082	12.3%	-13.6%	-6.2%	-44.4%	2.7%
Elle	Hearst Magazines	4,570	1,263	6,474	300	12,606	5,476	2,316	7,531	2,356	17,679	-16.5%	-45.5%	-14.0%	-87.3%	-28.7%	4,570	1,355	6,015	372	12,312	-16.5%	-42.7%	-14.5%	-86.7%	-30.3%
Elle Decor	Hearst Magazines	2,231	305	1,361	560	4,458	2,059	328	642	-	3,029	8.4%	-7.0%	111.9%	+	47.1%	2,231	360	1,593	515	4,700	8.4%	4.8%	111.3%	-41.4%	16.5%

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Entertainment Weekly	Meredith Corporation	9,360	3,348	13,012	1,590	27,310	9,929	4,513	14,540	2,567	31,549	-5.7%	-25.8%	-10.5%	-38.1%	-13.4%	9,360	3,894	14,564	1,693	29,511	-5.7%	-15.8%	-2.9%	-34.4%	-8.2%
Entrepreneur	Entrepreneur Media	3,149	2,071	2,529	9,982	17,731	3,061	3,953	2,698	542	10,254	2.9%	-47.6%	-6.3%	1741.7%	72.9%	3,149	2,193	2,860	9,733	17,935	2.9%	-31.7%	2.1%	3291.3%	91.6%
ESPN The Magazine	ESPN, Inc.	17,459	21,815	40,018	11,478	90,770	18,397	18,950	40,627	8,963	86,937	-5.1%	15.1%	-1.5%	28.1%	4.4%	17,459	23,126	42,542	12,209	95,336	-5.1%	10.1%	-5.4%	21.2%	0.9%
Esquire	Hearst Magazines	3,019	1,398	7,121	91	11,628	3,317	2,152	4,921	818	11,208	-9.0%	-35.0%	44.7%	-88.9%	3.8%	3,019	1,463	5,899	156	10,537	-9.0%	-38.0%	-7.3%	-67.4%	-15.9%
Family Circle	Meredith Corporation	12,747	223	172	-	13,141	15,736	192	197	-	16,125	-19.0%	15.9%	-12.8%	-	-18.5%	12,747	249	188	-	13,185	-19.0%	10.0%	-20.3%	-	-18.6%
FamilyFun	Meredith Corporation	4,848	22	67	1	4,938	3,664	25	78	2	3,769	32.3%	-12.0%	-14.1%	-50.0%	31.0%	4,848	26	73	1	4,948	32.3%	-1.9%	-10.4%	-50.0%	31.1%
Fast Company	Mansueto Ventures	2,103	2,225	3,468	7	7,803	2,175	1,969	3,428	-	7,572	-3.3%	13.0%	1.2%	+	3.1%	2,103	2,200	3,453	4	7,759	-3.3%	13.9%	3.2%	+	4.1%
Field & Stream	Bonnier Corporation	9,050	415	1,434	-	10,899	9,292	340	1,297	-	10,929	-2.6%	22.1%	10.6%	-	-0.3%	9,050	434	1,518	-	11,001	-2.6%	7.3%	4.5%	-	-1.3%
Flying	Bonnier Corporation	1,041	136	184	-	1,361	846	51	174	-	1,071	23.0%	166.7%	5.7%	-	27.1%	1,041	135	179	-	1,355	23.0%	43.6%	7.5%	-	22.5%
Food & Wine	Meredith Corporation	7,432	1,409	3,869	116	12,826	8,150	1,003	1,373	239	10,765	-8.8%	40.6%	181.7%	-51.4%	19.1%	7,432	1,497	4,223	170	13,323	-8.8%	18.7%	64.3%	-6.6%	9.5%
Food Network Magazine	Hearst Magazines	12,902	863	2,838	88	16,691	13,874	972	3,054	197	18,097	-7.0%	-11.2%	-7.1%	-55.4%	-7.8%	12,902	930	3,026	102	16,960	-7.0%	-15.2%	-10.5%	-19.1%	-8.2%
Fortune	Meredith Corporation	3,291	3,664	7,984	1,508	16,446	3,668	3,643	5,621	1,248	14,181	-10.3%	0.6%	42.0%	20.8%	16.0%	3,291	3,965	8,596	1,734	17,586	-10.3%	32.6%	71.7%	46.0%	36.8%
Game & Fish	Outdoor Sportsman Group	6,310	96	249	-	6,655	6,535	116	240	-	6,891	-3.4%	-17.2%	3.8%	-	-3.4%	6,310	99	260	-	6,669	-3.4%	-13.5%	8.4%	-	-3.2%
Glamour	Condé Nast	9,846	1,064	4,076	2,469	17,455	10,485	1,615	7,537	2,113	21,750	-6.1%	-34.1%	-45.9%	16.8%	-19.7%	9,846	1,283	4,367	2,474	17,969	-6.1%	-19.4%	-32.5%	-10.3%	-15.6%
Golf Digest	Condé Nast	4,684	692	2,128	1,637	9,141	5,131	590	1,609	344	7,674	-8.7%	17.3%	32.3%	376.2%	19.1%	4,684	637	1,978	1,696	8,995	-8.7%	12.9%	32.1%	371.6%	19.1%
Good Housekeeping	Hearst Magazines	19,451	2,542	8,783	743	31,519	19,468	2,303	6,139	78	27,988	-0.1%	10.4%	43.1%	853.6%	12.6%	19,451	2,601	8,874	782	31,708	-0.1%	-4.1%	22.3%	249.6%	6.9%
GQ	Condé Nast	6,022	1,436	6,218	3,904	17,580	6,417	2,062	7,586	4,191	20,256	-6.2%	-30.3%	-18.0%	-6.9%	-13.2%	6,022	1,558	5,925	3,733	17,238	-6.2%	-26.6%	-28.9%	5.7%	-15.5%
Guns & Ammo	Outdoor Sportsman Group	11,674	142	453	-	12,269	11,106	219	299	-	11,624	5.1%	-35.2%	51.5%	-	5.5%	11,674	170	445	-	12,289	5.1%	-30.8%	10.7%	-	4.6%
Harper's Bazaar	Hearst Magazines	3,030	1,036	9,809	401	14,276	3,073	1,076	4,394	1,788	10,330	-1.4%	-3.7%	123.2%	-77.6%	38.2%	3,030	1,115	8,719	568	13,431	-1.4%	-8.2%	101.0%	-74.3%	23.9%
Health	Meredith Corporation	9,294	1,664	5,634	261	16,853	8,918	1,905	6,195	193	17,211	4.2%	-12.6%	-9.1%	35.2%	-2.1%	9,294	1,758	5,747	316	17,115	4.2%	-16.0%	-10.8%	86.7%	-2.9%
HGTV Magazine	Hearst Magazines	10,382	189	349	15	10,935	9,455	169	337	32	9,992	9.8%	11.6%	3.8%	-51.9%	9.4%	10,382	197	408	20	11,006	9.8%	4.5%	8.4%	-26.8%	9.6%
Hot Rod	TEN	5,409	199	164	28	5,800	5,573	178	181	26	5,958	-2.9%	11.8%	-9.4%	7.7%	-2.7%	5,409	198	186	21	5,813	-2.9%	11.5%	-5.1%	-32.8%	-2.7%
House Beautiful	Hearst Magazines	5,288	486	2,224	29	8,028	6,079	775	1,649	66	8,568	-13.0%	-37.2%	34.9%	-55.4%	-6.3%	5,288	567	2,166	122	8,143	-13.0%	-37.1%	28.7%	273.7%	-6.4%
In-Fisherman	Outdoor Sportsman Group	3,903	53	22	-	3,978	3,944	30	-	-	3,974	-1.0%	76.7%	+	-	0.1%	3,903	63	58	-	4,024	-1.0%	42.0%	10.5%	-	-0.4%
InStyle	Meredith Corporation	8,155	1,227	3,659	209	13,250	9,047	1,187	3,355	111	13,700	-9.9%	3.4%	9.1%	88.9%	-3.3%	8,155	1,290	4,001	235	13,681	-9.9%	-9.3%	19.3%	207.7%	-1.6%
Kraft Food & Family	Meredith Corporation	2,250	1,230	3,141	-	6,621	2,250	1,874	4,879	131	9,134	0.0%	-34.3%	-35.6%	-100.0%	-27.5%	2,250	1,339	3,572	1	7,162	0.0%	-25.7%	-23.6%	-99.2%	-19.1%
Marie Claire	Hearst Magazines	2,938	762	6,000	1,477	11,177	3,360	1,239	3,142	3,480	11,221	-12.6%	-38.5%	91.0%	-57.6%	-0.4%	2,938	803	5,521	982	10,244	-12.6%	-41.0%	73.7%	-73.1%	-11.3%
Martha Stewart Living	Meredith Corporation	7,725	2,045	4,662	468	14,901	8,519	2,490	4,755	658	16,422	-9.3%	-17.9%	-1.9%	-28.9%	-9.3%	7,725	2,140	5,182	514	15,561	-9.3%	-9.1%	5.3%	-20.9%	-5.4%
Men's Health	Hearst Magazines	13,392	1,182	4,308	318	19,199	13,575	1,481	5,583	408	21,047	-1.3%	-20.2%	-22.8%	-22.2%	-8.8%	13,392	1,300	4,795	419	19,905	-1.3%	-15.0%	-12.0%	37.5%	-4.6%
Men's Journal	American Media, Inc.	2,843	227	1,222	-	4,292	2,703	585	1,654	-	4,942	5.2%	-61.2%	-26.1%	-	-13.1%	2,843	248	1,090	59	4,240	5.2%	-57.3%	-25.2%	+	-10.6%
Midwest Living	Meredith Corporation	2,661	221	501	-	3,384	3,247	288	453	-	3,988	-18.0%	-23.1%	10.7%	-	-15.1%	2,661	240	504	-	3,405	-18.0%	-16.3%	5.0%	-	-15.2%
Money	Meredith Corporation	5,814	2,273	7,228	44	15,358	5,978	1,197	2,702	-	9,877	-2.7%	89.8%	167.5%	+	55.5%	5,814	2,210	6,345	41	14,411	-2.7%	44.4%	90.7%	296.8%	32.9%

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Mother Earth News	Ogden Publications	2,671	147	597	-	3,415	2,702	298	734	-	3,734	-1.1%	-50.7%	-18.7%	-	-8.5%	2,671	163	471	-	3,305	-1.1%	-51.8%	-44.1%	-	-14.9%
Motor Trend	TEN	6,565	1,479	2,122	720	10,886	6,922	1,301	1,334	910	10,467	-5.2%	13.7%	59.1%	-20.9%	4.0%	6,565	1,517	2,093	699	10,873	-5.2%	3.4%	58.5%	-29.9%	1.6%
Motorcyclist	Bonnier Corporation	1,928	43	209	-	2,180	1,408	48	99	-	1,555	36.9%	-10.4%	111.1%	-	40.2%	1,928	109	179	-	2,216	36.9%	150.6%	87.9%	-	43.3%
Muscle & Fitness	American Media, Inc.	6,450	517	1,552	10	8,529	6,438	635	2,207	-	9,279	0.2%	-18.6%	-29.7%	+	-8.1%	6,450	626	1,694	12	8,782	0.2%	-2.7%	-22.8%	-41.5%	-5.5%
National Enquirer	American Media, Inc.	5,476	153	325	-	5,954	6,965	195	554	-	7,713	-21.4%	-21.6%	-41.2%	-	-22.8%	5,476	155	334	21	5,985	-21.4%	-24.4%	-32.6%	+	-21.9%
National Geographic	National Geographic Partners	32,225	3,438	4,243	210	40,117	30,764	3,826	4,859	272	39,721	4.7%	-10.1%	-12.7%	-22.7%	1.0%	32,225	3,409	4,524	192	40,350	4.7%	-15.0%	-16.8%	-7.6%	-0.2%
National Geographic Kids	National Geographic Partners	7,100	264	325	16	7,705	6,992	293	372	21	7,679	1.5%	-10.1%	-12.7%	-22.7%	0.3%	7,100	261	347	15	7,723	1.5%	-15.0%	-16.8%	-7.6%	-0.1%
National Geographic Traveler	National Geographic Partners	12,161	353	435	22	12,971	11,135	393	499	28	12,054	9.2%	-10.1%	-12.7%	-22.7%	7.6%	12,161	350	464	20	12,995	9.2%	-15.0%	-16.8%	-7.6%	7.2%
New York Magazine	New York Media	3,291	6,453	21,690	294	31,728	2,514	5,163	16,255	328	24,260	30.9%	25.0%	33.4%	-10.4%	30.8%	3,291	6,597	20,956	317	31,161	30.9%	15.0%	15.1%	-22.4%	16.0%
O, The Oprah Magazine	Hearst Magazines	9,992	653	1,080	53	11,778	9,547	642	1,126	927	12,242	4.7%	1.7%	-4.1%	-94.3%	-3.8%	9,992	694	1,184	57	11,926	4.7%	2.6%	-4.5%	-94.6%	-4.7%
OK! Magazine	American Media, Inc.	4,087	195	1,692	-	5,974	4,940	1,001	1,957	52	7,950	-17.3%	-80.5%	-13.5%	-100.0%	-24.9%	4,087	215	1,758	-	6,060	-17.3%	-76.8%	-10.5%	-100.0%	-22.9%
Outdoor Life	Bonnier Corporation	6,493	321	1,118	-	7,932	5,975	259	745	-	6,979	8.7%	23.9%	50.1%	-	13.7%	6,493	338	1,101	-	7,931	8.7%	32.9%	55.1%	-	14.3%
Outside	Mariah Media	2,807	547	1,403	-	4,757	2,290	668	1,404	-	4,362	22.6%	-18.1%	-0.1%	-	9.1%	2,807	618	1,469	-	4,893	22.6%	-5.0%	5.4%	-	12.9%
Parents	Meredith Corporation	11,861	1,268	4,703	118	17,949	12,067	1,484	5,693	177	19,421	-1.7%	-14.6%	-17.4%	-33.6%	-7.6%	11,861	1,319	4,951	130	18,261	-1.7%	-13.9%	-15.8%	-32.6%	-7.2%
People	Meredith Corporation	39,141	7,405	30,772	3,784	81,103	42,448	5,794	28,371	4,037	80,649	-7.8%	27.8%	8.5%	-6.3%	0.6%	39,141	7,790	31,935	4,101	82,968	-7.8%	28.4%	18.1%	-7.1%	3.7%
People en Español	Meredith Corporation	6,967	147	781	-	7,895	7,050	85	821	38	7,994	-1.2%	73.1%	-4.9%	-100.0%	-1.2%	6,967	136	815	-	7,918	-1.2%	47.4%	-8.1%	-100.0%	-1.9%
Petersen's Hunting	Outdoor Sportsman Group	4,453	28	61	-	4,542	4,435	27	71	-	4,533	0.4%	3.7%	-14.1%	-	0.2%	4,453	26	77	-	4,556	0.4%	2.0%	-6.1%	-	0.3%
Playboy	Playboy Enterprises Inc.	3,473	214	401	78	4,166	3,677	625	3,295	252	7,848	-5.5%	-65.7%	-87.8%	-69.1%	-46.9%	3,473	228	439	104	4,244	-5.5%	-60.8%	-86.5%	-65.9%	-45.7%
Popular Mechanics	Hearst Magazines	7,314	1,231	2,927	41	11,514	7,202	1,935	3,324	64	12,525	1.6%	-36.4%	-12.0%	-35.3%	-8.1%	7,314	1,443	3,248	58	12,063	1.6%	-26.3%	-5.4%	-43.0%	-5.0%
Popular Science	Bonnier Corporation	8,780	1,405	2,940	110	13,235	7,565	827	1,481	15	9,888	16.1%	69.9%	98.5%	633.3%	33.8%	8,780	1,365	2,821	73	13,038	16.1%	66.4%	83.9%	22.9%	30.7%
Prevention	Hearst Magazines	6,519	1,250	5,530	484	13,782	6,670	1,786	4,766	140	13,363	-2.3%	-30.0%	16.0%	246.0%	3.1%	6,519	1,573	5,854	542	14,489	-2.3%	-17.3%	11.4%	394.9%	4.0%
Rachael Ray Every Day	Meredith Corporation	5,942	132	314	-	6,388	6,081	115	356	-	6,552	-2.3%	14.7%	-11.7%	-	-2.5%	5,942	139	344	-	6,425	-2.3%	28.1%	12.9%	-	-1.1%
Reader's Digest	Trusted Media Brands	18,133	2,829	8,971	58	29,991	19,128	2,085	2,322	-	23,535	-5.2%	35.7%	286.3%	+	27.4%	18,133	2,705	6,714	47	27,598	-5.2%	19.6%	129.7%	+	13.5%
Real Simple	Meredith Corporation	7,071	1,681	4,273	215	13,240	7,432	2,365	5,766	163	15,726	-4.9%	-28.9%	-25.9%	31.8%	-15.8%	7,071	1,690	4,430	234	13,425	-4.9%	-35.5%	-27.0%	27.0%	-17.7%
Redbook	Hearst Magazines	5,022	394	2,144	30	7,590	5,509	700	1,871	336	8,416	-8.8%	-43.7%	14.6%	-91.2%	-9.8%	5,022	432	2,744	57	8,254	-8.8%	-50.8%	19.4%	-90.8%	-11.2%
Road & Track	Hearst Magazines	2,775	617	2,311	-	5,703	2,871	795	1,795	-	5,461	-3.3%	-22.3%	28.7%	-	4.4%	2,775	694	2,164	25	5,659	-3.3%	-19.6%	13.8%	+	0.4%
Runner's World	Hearst Magazines	2,221	761	2,152	279	5,412	2,686	901	2,789	29	6,405	-17.3%	-15.6%	-22.8%	865.6%	-15.5%	2,221	811	2,248	289	5,569	-17.3%	-10.2%	-17.9%	919.1%	-12.4%
Saveur	Bonnier Corporation	626	571	1,745	39	2,981	741	415	957	39	2,152	-15.5%	37.6%	82.3%	-	38.5%	626	584	1,646	29	2,884	-15.5%	29.1%	61.5%	48.7%	29.2%
Seventeen	Hearst Magazines	7,183	488	1,493	197	9,361	7,154	733	2,126	99	10,111	0.4%	-33.4%	-29.7%	98.6%	-7.4%	7,183	540	1,621	174	9,518	0.4%	-32.5%	-22.9%	53.7%	-6.4%
Shape	Meredith Corporation	5,384	2,307	5,292	99	13,082	5,890	3,533	5,728	282	15,433	-8.6%	-34.7%	-7.6%	-64.9%	-15.2%	5,384	2,822	5,252	121	13,579	-8.6%	-26.5%	-5.3%	-54.6%	-12.6%
Ski	Active Interest Media	1,331	8	-	-	1,339	1,389	17	36	-	1,442	-4.2%	-52.9%	-100.0%	-	-7.1%	1,331	11	-	-	1,342	-4.2%	-66.1%	#####	-	-11.8%
Smithsonian	Smithsonian Enterprises	7,538	2,064	4,192	-	13,794	7,253	1,769	4,277	178	13,477	3.9%	16.7%	-2.0%	-100.0%	2.4%	7,538	1,954	4,475	-	13,966	3.9%	16.7%	4.2%	-100.0%	4.1%

Magazine Brand	Publishing Company	CURRENT MONTH - February 2018 (000)					YEAR AGO - February 2017 (000)					February 2018 vs. February 2017 (% change)					YTD AVERAGE - as of February 2018 (000)					YTD 2018 vs. YTD 2017 (% 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°
Soap Opera Digest	American Media, Inc.	2,955	18	129	-	3,102	2,887	56	133	-	3,076	2.4%	-68.1%	-3.4%	-	0.8%	2,955	39	142	-	3,136	2.4%	-26.4%	17.6%	-	2.5%
Southern Living	Meredith Corporation	15,932	1,308	4,007	195	21,441	15,855	1,485	3,573	109	21,022	0.5%	-11.9%	12.1%	78.9%	2.0%	15,932	1,431	4,266	198	21,827	0.5%	-8.8%	23.9%	55.3%	4.0%
Sports Illustrated	Meredith Corporation	17,643	5,497	16,623	2,924	42,688	18,599	3,835	9,937	2,530	34,901	-5.1%	43.4%	67.3%	15.6%	22.3%	17,643	5,071	16,030	2,627	41,371	-5.1%	28.9%	55.1%	2.4%	16.8%
Star	American Media, Inc.	5,461	38	100	-	5,599	6,390	26	190	-	6,607	-14.5%	45.8%	-47.6%	-	-15.2%	5,461	35	102	-	5,599	-14.5%	-1.3%	-43.0%	-	-15.2%
Street Rodder	TEN	2,222	119	97	16	2,454	2,421	106	108	15	2,650	-8.2%	12.3%	-10.2%	6.7%	-7.4%	2,222	118	110	15	2,465	-8.2%	11.8%	-5.6%	-16.7%	-7.4%
Taste of Home	Trusted Media Brands	12,821	3,452	9,877	13	26,163	13,241	3,349	6,469	20	23,079	-3.2%	3.1%	52.7%	-35.0%	13.4%	12,821	3,756	10,715	17	27,308	-3.2%	8.2%	63.6%	-28.3%	17.3%
Texas Monthly	GP TM Acquisition, LLC	2,384	269	503	-	3,156	2,088	208	546	-	2,842	14.2%	29.3%	-7.9%	-	11.0%	2,384	250	463	-	3,097	14.2%	12.6%	-27.1%	-	5.2%
The Atlantic	Atlantic Media	2,311	6,221	13,980	116	22,628	2,149	6,404	15,530	100	24,183	7.5%	-2.9%	-10.0%	16.0%	-6.4%	2,311	6,515	13,948	80	22,853	7.5%	3.6%	-11.4%	-23.2%	-5.9%
The Economist	The Economist Group	2,580	1,653	1,752	3	5,988	2,631	1,741	2,092	61	6,525	-1.9%	-5.1%	-16.3%	-95.1%	-8.2%	2,580	1,613	1,620	3	5,815	-1.9%	-3.4%	-15.3%	-95.0%	-7.1%
The Family Handyman	Trusted Media Brands	4,937	1,435	3,271	30	9,673	4,761	1,556	1,833	-	8,150	3.7%	-7.8%	78.5%	+	18.7%	4,937	1,581	3,451	45	10,014	3.7%	-16.5%	76.9%	+	16.4%
The New Yorker	Condé Nast	5,327	3,631	8,843	2,391	20,191	4,858	3,973	11,379	1,137	21,347	9.7%	-8.6%	-22.3%	110.3%	-5.4%	5,327	3,646	7,822	2,306	19,101	9.7%	-8.2%	-33.2%	150.3%	-11.0%
This Old House	This Old House Ventures, LLC	6,810	1,042	1,565	537	9,954	5,949	1,001	1,959	-	8,909	14.5%	4.1%	-20.1%	+	11.7%	6,810	974	1,744	535	10,062	14.5%	-1.2%	-0.1%	+	15.9%
Time	Meredith Corporation	18,337	9,202	26,294	6,232	60,065	18,399	6,767	19,429	3,580	48,175	-0.3%	36.0%	35.3%	74.1%	24.7%	18,337	8,221	22,420	4,948	53,927	-0.3%	16.5%	-3.5%	33.9%	3.0%
Town & Country	Hearst Magazines	3,355	771	3,634	366	8,125	3,197	545	1,032	2,273	7,047	4.9%	41.3%	252.1%	-83.9%	15.3%	3,355	844	3,408	311	7,917	4.9%	50.3%	191.4%	-74.1%	29.3%
Traditional Home	Meredith Corporation	4,339	68	71	-	4,478	4,284	60	54	-	4,398	1.3%	14.1%	31.1%	-	1.8%	4,339	69	84	-	4,492	1.3%	47.8%	11.8%	-	2.0%
Travel + Leisure	Meredith Corporation	6,921	1,665	3,856	191	12,632	6,583	1,749	4,452	205	12,989	5.1%	-4.8%	-13.4%	-6.9%	-2.8%	6,921	1,823	4,600	184	13,529	5.1%	-4.2%	0.4%	-27.6%	1.5%
Us Weekly	American Media, Inc.	10,668	2,564	16,124	32	29,388	12,116	4,341	16,205	128	32,791	-12.0%	-40.9%	-0.5%	-75.0%	-10.4%	10,668	2,797	16,961	39	30,465	-12.0%	-41.7%	1.6%	-79.1%	-9.9%
Vanity Fair	Condé Nast	7,973	2,823	8,807	5,891	25,494	7,926	3,101	11,075	3,626	25,727	0.6%	-9.0%	-20.5%	62.5%	-0.9%	7,973	3,138	9,241	5,653	26,005	0.6%	1.0%	-15.1%	30.9%	-0.9%
Veranda	Hearst Magazines	1,301	6	72	28	1,407	1,228	25	246	-	1,499	5.9%	-76.0%	-70.7%	+	-6.1%	1,301	27	69	14	1,411	5.9%	17.4%	-54.8%	+	0.6%
Vogue	Condé Nast	11,273	1,369	4,297	3,199	20,138	11,659	1,831	3,849	1,328	18,667	-3.3%	-25.2%	11.6%	140.8%	7.9%	11,273	1,606	4,433	2,849	20,161	-3.3%	-10.2%	19.7%	80.9%	7.7%
W	Condé Nast	691	497	1,788	800	3,776	733	275	793	826	2,627	-5.7%	81.0%	125.5%	-3.2%	43.7%	691	583	1,762	870	3,906	-5.7%	119.0%	146.7%	-9.6%	46.0%
WebMD Magazine	WebMD, LLC	12,112	12,831	36,694	19	61,656	11,017	13,655	32,486	22	57,180	9.9%	-6.0%	13.0%	-13.6%	7.8%	12,112	13,161	37,931	11	63,214	9.9%	-8.0%	12.8%	-69.1%	7.1%
Wired	Condé Nast	3,622	3,697	6,981	3,922	18,223	3,013	3,511	6,717	1,470	14,711	20.2%	5.3%	3.9%	166.8%	23.9%	3,622	3,867	7,005	4,057	18,551	20.2%	13.6%	4.1%	96.4%	22.0%

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		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°
Woman's Day	Hearst Magazines	15,503	508	1,535	-	17,546	16,531	943	3,737	238	21,449	-6.2%	-46.1%	-58.9%	-100.0%	-18.2%	15,503	552	1,656	94	17,804	-6.2%	-42.0%	-50.4%	-21.5%	-15.0%
Women's Health	Hearst Magazines	11,950	1,201	5,039	481	18,672	11,341	1,603	5,976	192	19,112	5.4%	-25.1%	-15.7%	150.8%	-2.3%	11,950	1,274	5,475	520	19,220	5.4%	-21.6%	-9.7%	251.5%	0.2%
Yoga Journal	Active Interest Media	1,899	248	508	-	2,655	1,966	400	249	-	2,615	-3.4%	-38.0%	104.0%	-	1.5%	1,899	270	550	-	2,719	-3.4%	-35.9%	141.2%	-	4.0%
Total (000)		880,489	191,113	548,459	82,757	1,702,818	895,238	204,383	509,931	68,747	1,678,299	-1.6%	-6.5%	7.6%	20.4%	1.5%	880,519	201,522	557,124	83,171	1,722,335	-1.7%	-6.0%	4.4%	16.6%	0.5%
Share by Platform (%)		51.7%	11.2%	32.2%	4.9%	100.0%	53.3%	12.2%	30.4%	4.1%	100.0%						51.1%	11.7%	32.3%	4.8%	100.0%					

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 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
 - Web (Desktop/Laptop): comScore Media Metrix®; February 2018 and February 2017; U.S.
 - Mobile Web: comScore Mobile Metrix; February 2018 and February 2017; U.S.
 - Video: comScore Video Metrix; February 2018 and February 2017; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; January 2018-February 2018 and January 2017-February 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-February 2018 and January 2017-February 2017; U.S.
- Video: comScore Video Metrix; January 2018-February 2018 and January 2017-February 2017; U.S.

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print + digital editions net audience
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ 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 P6+ 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 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 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 119 magazine media brands from 27 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 November 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.