

Magazine Brand	Publishing Company	CURRENT MONTH - January 2017 (000)					YEAR AGO - January 2016 (000)					January 2017 vs. January 2016 (% change)					YTD AVERAGE - as of January 2017 (000)					YTD 2016 vs. YTD 2015 (% 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	2,866	98	243	-	3,207	2,256	127	305	60	2,749	27.0%	-23.0%	-20.3%	-100.0%	16.7%	2,866	98	243	-	3,207	27.0%	-23.0%	-20.3%	-100.0%	16.7%
AARP	AARP Media	37,501	3,839	3,839	26	45,205	36,088	3,698	4,862	216	44,864	3.9%	3.8%	-21.0%	-88.0%	0.8%	37,501	3,839	3,839	26	45,205	3.9%	3.8%	-21.0%	-88.0%	0.8%
Allrecipes	Meredith Corporation	8,189	14,081	37,457	1,282	61,009	7,621	14,771	34,819	407	57,618	7.5%	-4.7%	7.6%	215.0%	5.9%	8,189	14,081	37,457	1,282	61,009	7.5%	-4.7%	7.6%	215.0%	5.9%
Allure	Condé Nast	6,225	1,032	4,903	1,936	14,097	5,220	1,071	3,514	316	10,120	19.3%	-3.6%	39.5%	513.1%	39.3%	6,225	1,032	4,903	1,936	14,097	19.3%	-3.6%	39.5%	513.1%	39.3%
Architectural Digest	Condé Nast	4,257	424	871	166	5,718	3,669	659	1,019	8	5,355	16.0%	-35.7%	-14.5%	1909.7%	6.8%	4,257	424	871	166	5,718	16.0%	-35.7%	-14.5%	1909.7%	6.8%
Automobile	TEN	3,308	561	207	-	4,076	3,591	324	339	100	4,354	-7.9%	73.1%	-38.9%	-100.0%	-6.4%	3,308	561	207	-	4,076	-7.9%	73.1%	-38.9%	-100.0%	-6.4%
Autoweek	Crain Communications, Inc.	2,878	589	1,177	-	4,644	2,064	410	543	-	3,017	39.4%	43.7%	116.8%	-	53.9%	2,878	589	1,177	-	4,644	39.4%	43.7%	116.8%	-	53.9%
Backpacker	Active Interest Media	1,298	140	-	-	1,438	1,157	149	-	-	1,306	12.2%	-6.0%	-	-	10.1%	1,298	140	-	-	1,438	12.2%	-6.0%	-	-	10.1%
Better Homes and Gardens	Meredith Corporation	36,951	5,581	4,519	532	47,583	36,495	3,891	6,698	254	47,338	1.2%	43.4%	-32.5%	109.4%	0.5%	36,951	5,581	4,519	532	47,583	1.2%	43.4%	-32.5%	109.4%	0.5%
Bicycling	Rodale Inc.	1,629	379	850	-	2,858	1,573	276	578	-	2,427	3.6%	37.3%	47.1%	-	17.8%	1,629	379	850	-	2,858	3.6%	37.3%	47.1%	-	17.8%
Bon Appétit/Epicurious	Condé Nast	6,880	4,730	11,846	2,121	25,577	6,713	5,683	11,812	1,852	26,060	2.5%	-16.8%	0.3%	14.5%	-1.9%	6,880	4,730	11,846	2,121	25,577	2.5%	-16.8%	0.3%	14.5%	-1.9%
Brides	Condé Nast	4,921	876	1,469	1,095	8,361	4,833	703	1,989	114	7,639	1.8%	24.8%	-26.2%	859.3%	9.5%	4,921	876	1,469	1,095	8,361	1.8%	24.8%	-26.2%	859.3%	9.5%
Car and Driver	Hearst Magazines	9,451	2,589	5,134	109	17,284	8,564	2,684	4,897	97	16,242	10.4%	-3.5%	4.9%	13.0%	6.4%	9,451	2,589	5,134	109	17,284	10.4%	-3.5%	4.9%	13.0%	6.4%
Car Craft	TEN	2,192	46	55	9	2,302	1,861	57	93	27	2,037	17.8%	-18.4%	-40.6%	-66.1%	13.0%	2,192	46	55	9	2,302	17.8%	-18.4%	-40.6%	-66.1%	13.0%
Coastal Living	Time Inc.	4,206	331	622	-	5,159	4,126	224	547	-	4,897	1.9%	47.6%	13.7%	-	5.3%	4,206	331	622	-	5,159	1.9%	47.6%	13.7%	-	5.3%
Condé Nast Traveler	Condé Nast	3,376	1,008	3,657	324	8,365	3,319	924	2,831	114	7,188	1.7%	9.1%	29.2%	184.2%	16.4%	3,376	1,008	3,657	324	8,365	1.7%	9.1%	29.2%	184.2%	16.4%
Cooking Light	Time Inc.	10,579	885	2,258	96	13,818	11,002	2,280	4,887	-	18,169	-3.8%	-61.2%	-53.8%	+	-23.9%	10,579	885	2,258	96	13,818	-3.8%	-61.2%	-53.8%	+	-23.9%
Cosmopolitan	Hearst Magazines	17,133	3,034	12,570	877	33,613	15,073	3,259	13,895	339	32,565	13.7%	-6.9%	-9.5%	159.0%	3.2%	17,133	3,034	12,570	877	33,613	13.7%	-6.9%	-9.5%	159.0%	3.2%
Country Living	Hearst Magazines	11,657	2,518	8,418	2,296	24,889	11,813	2,370	8,378	48	22,608	-1.3%	6.3%	0.5%	4703.6%	10.1%	11,657	2,518	8,418	2,296	24,889	-1.3%	6.3%	0.5%	4703.6%	10.1%
Cycle World	Bonnier Corporation	1,951	180	251	-	2,382	1,929	137	205	-	2,271	1.1%	31.4%	22.4%	-	4.9%	1,951	180	251	-	2,382	1.1%	31.4%	22.4%	-	4.9%
Departures	* Time Inc.	6,436	31	43	-	6,510	6,094	321	41	-	6,456	5.6%	-90.3%	3.4%	-	0.8%	6,436	31	43	-	6,510	5.6%	-90.3%	3.4%	-	0.8%
Diabetic Living	* Meredith Corporation	6,685	127	221	-	7,033	5,586	165	294	-	6,045	19.7%	-23.0%	-24.8%	-	16.3%	6,685	127	221	-	7,033	19.7%	-23.0%	-24.8%	-	16.3%
Dirt Rider	Bonnier Corporation	1,346	32	140	-	1,518	1,435	62	77	-	1,574	-6.2%	-48.4%	81.8%	-	-3.6%	1,346	32	140	-	1,518	-6.2%	-48.4%	81.8%	-	-3.6%
Discover	*** Kalmbach Publishing Co.	2,008	162	181	-	2,351	1,940	196	162	-	2,298	3.5%	-17.3%	11.7%	-	2.3%	2,008	162	181	-	2,351	3.5%	-17.3%	11.7%	-	2.3%
domino	* Domino Media Group, Inc.	1,140	104	849	-	2,093	1,060	143	1,445	-	2,647	7.5%	-27.1%	-41.2%	-	-20.9%	1,140	104	849	-	2,093	7.5%	-27.1%	-41.2%	-	-20.9%
EatingWell	Meredith Corporation	6,060	1,809	3,395	150	11,414	6,171	1,822	3,155	-	11,148	-1.8%	-0.7%	7.6%	+	2.4%	6,060	1,809	3,395	150	11,414	-1.8%	-0.7%	7.6%	+	2.4%
Elle	Hearst Magazines	5,476	2,412	6,532	3,244	17,664	5,140	2,323	4,888	80	12,430	6.5%	3.8%	33.6%	3968.5%	42.1%	5,476	2,412	6,532	3,244	17,664	6.5%	3.8%	33.6%	3968.5%	42.1%
Elle Decor	Hearst Magazines	2,059	360	866	1,756	5,041	1,714	507	693	-	2,914	20.1%	-29.0%	24.9%	+	73.0%	2,059	360	866	1,756	5,041	20.1%	-29.0%	24.9%	+	73.0%
Entertainment Weekly	Time Inc.	9,929	4,738	15,461	2,595	32,723	8,484	5,708	15,945	1,574	31,710	17.0%	-17.0%	-3.0%	64.9%	3.2%	9,929	4,738	15,461	2,595	32,723	17.0%	-17.0%	-3.0%	64.9%	3.2%
Entrepreneur	Entrepreneur Media	3,061	2,468	2,901	32	8,462	2,526	4,526	3,653	837	11,542	21.2%	-45.5%	-20.6%	-96.2%	-26.7%	3,061	2,468	2,901	32	8,462	21.2%	-45.5%	-20.6%	-96.2%	-26.7%

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ESPN The Magazine	ESPN, Inc.	14,674	23,051	49,348	11,179	98,252	14,441	22,610	51,792	12,946	101,789	1.6%	2.0%	-4.7%	-13.6%	-3.5%	14,674	23,051	49,348	11,179	98,252	1.6%	2.0%	-4.7%	-13.6%	-3.5%
Esquire	Hearst Magazines	3,317	2,569	7,809	139	13,835	3,029	3,661	5,377	2,319	14,386	9.5%	-29.8%	45.2%	-94.0%	-3.8%	3,317	2,569	7,809	139	13,835	9.5%	-29.8%	45.2%	-94.0%	-3.8%
Essence	Time Inc.	6,626	778	3,896	139	11,439	7,075	850	3,129	-	11,054	-6.3%	-8.5%	24.5%	+	3.5%	6,626	778	3,896	139	11,439	-6.3%	-8.5%	24.5%	+	3.5%
Family Circle	Meredith Corporation	15,736	261	276	-	16,273	15,908	167	221	-	16,296	-1.1%	56.3%	24.9%	-	-0.1%	15,736	261	276	-	16,273	-1.1%	56.3%	24.9%	-	-0.1%
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	1,895	3,260	-	7,330	2,211	2,417	4,503	142	9,273	-1.6%	-21.6%	-27.6%	-100.0%	-21.0%	2,175	1,895	3,260	-	7,330	-1.6%	-21.6%	-27.6%	-100.0%	-21.0%
Field & Stream	Bonnier Corporation	9,292	468	1,608	-	11,368	8,086	632	1,336	-	10,054	14.9%	-25.9%	20.4%	-	13.1%	9,292	468	1,608	-	11,368	14.9%	-25.9%	20.4%	-	13.1%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	376	2,333	-	9,709	7,000	307	1,671	-	8,978	0.0%	22.5%	39.6%	-	8.1%	7,000	376	2,333	-	9,709	0.0%	22.5%	39.6%	-	8.1%
Flying	Bonnier Corporation	846	137	158	-	1,141	1,013	-	103	-	1,116	-16.5%	+	53.4%	-	2.2%	846	137	158	-	1,141	-16.5%	+	53.4%	-	2.2%
Food & Wine	Time Inc.	8,150	1,519	3,767	125	13,561	7,313	1,464	4,660	79	13,516	11.4%	3.8%	-19.2%	57.8%	0.3%	8,150	1,519	3,767	125	13,561	11.4%	3.8%	-19.2%	57.8%	0.3%
Food Network Magazine	Hearst Magazines	13,874	1,220	3,710	55	18,859	12,736	1,609	3,717	86	18,147	8.9%	-24.1%	-0.2%	-36.0%	3.9%	13,874	1,220	3,710	55	18,859	8.9%	-24.1%	-0.2%	-36.0%	3.9%
Forbes	Forbes Media	7,776	17,917	38,878	3,950	68,521	6,729	19,961	31,554	1,527	59,771	15.6%	-10.2%	23.2%	158.7%	14.6%	7,776	17,917	38,878	3,950	68,521	15.6%	-10.2%	23.2%	158.7%	14.6%
Fortune	Time Inc.	3,668	2,335	4,391	1,127	11,521	3,296	4,900	5,897	456	14,549	11.3%	-52.3%	-25.5%	146.9%	-20.8%	3,668	2,335	4,391	1,127	11,521	11.3%	-52.3%	-25.5%	146.9%	-20.8%
Game & Fish	Outdoor Sportsman Group	6,535	113	239	-	6,887	5,679	110	191	-	5,980	15.1%	2.7%	25.1%	-	15.2%	6,535	113	239	-	6,887	15.1%	2.7%	25.1%	-	15.2%
Glamour	Condé Nast	10,485	1,566	5,395	3,403	20,849	9,897	1,300	6,125	806	18,128	5.9%	20.5%	-11.9%	322.3%	15.0%	10,485	1,566	5,395	3,403	20,849	5.9%	20.5%	-11.9%	322.3%	15.0%
Golf Digest	Condé Nast	5,131	538	1,386	376	7,431	4,503	424	956	380	6,263	13.9%	26.8%	45.0%	-1.1%	18.6%	5,131	538	1,386	376	7,431	13.9%	26.8%	45.0%	-1.1%	18.6%
Golf Magazine	Time Inc.	4,864	569	824	190	6,447	4,144	669	1,034	168	6,015	17.4%	-14.9%	-20.4%	13.2%	7.2%	4,864	569	824	190	6,447	17.4%	-14.9%	-20.4%	13.2%	7.2%
Good Housekeeping	Hearst Magazines	19,468	3,120	8,373	369	31,330	18,332	3,427	6,525	-	28,284	6.2%	-9.0%	28.3%	+	10.8%	19,468	3,120	8,373	369	31,330	6.2%	-9.0%	28.3%	+	10.8%
GQ	Condé Nast	6,417	2,185	9,079	2,875	20,556	6,031	1,907	5,187	1,725	14,849	6.4%	14.6%	75.0%	66.7%	38.4%	6,417	2,185	9,079	2,875	20,556	6.4%	14.6%	75.0%	66.7%	38.4%
Guns & Ammo	Outdoor Sportsman Group	11,106	271	505	-	11,882	9,724	474	676	-	10,874	14.2%	-42.8%	-25.3%	-	9.3%	11,106	271	505	-	11,882	14.2%	-42.8%	-25.3%	-	9.3%
Harper's Bazaar	Hearst Magazines	3,073	1,353	4,280	2,637	11,343	3,110	1,628	4,444	68	9,250	-1.2%	-16.9%	-3.7%	3750.7%	22.6%	3,073	1,353	4,280	2,637	11,343	-1.2%	-16.9%	-3.7%	3750.7%	22.6%
Health	Time Inc.	8,918	2,278	6,687	145	18,028	8,054	2,668	7,939	112	18,772	10.7%	-14.6%	-15.8%	30.0%	-4.0%	8,918	2,278	6,687	145	18,028	10.7%	-14.6%	-15.8%	30.0%	-4.0%
HGTV Magazine	Hearst Magazines	9,455	207	411	23	10,097	8,356	239	479	53	9,127	13.2%	-13.1%	-14.2%	-56.2%	10.6%	9,455	207	411	23	10,097	13.2%	-13.1%	-14.2%	-56.2%	10.6%
Hot Rod	TEN	5,573	177	210	35	5,995	5,584	217	354	103	6,257	-0.2%	-18.4%	-40.6%	-66.1%	-4.2%	5,573	177	210	35	5,995	-0.2%	-18.4%	-40.6%	-66.1%	-4.2%
House Beautiful	Hearst Magazines	6,079	1,026	1,717	-	8,823	5,068	1,162	2,291	-	8,521	19.9%	-11.7%	-25.0%	-	3.5%	6,079	1,026	1,717	-	8,823	19.9%	-11.7%	-25.0%	-	3.5%
In-Fisherman	Outdoor Sportsman Group	3,985	-	105	-	4,090	2,988	69	110	-	3,167	33.4%	-100.0%	-4.5%	-	29.1%	3,985	-	105	-	4,090	33.4%	-100.0%	-4.5%	-	29.1%
InStyle	Time Inc.	9,047	1,657	3,353	42	14,099	8,269	1,780	4,120	11	14,181	9.4%	-6.9%	-18.6%	272.6%	-0.6%	9,047	1,657	3,353	42	14,099	9.4%	-6.9%	-18.6%	272.6%	-0.6%
Kraft Food & Family	* Meredith Corporation	2,250	1,728	4,472	122	8,572	2,250	2,266	4,727	121	9,364	0.0%	-23.7%	-5.4%	0.8%	-8.5%	2,250	1,728	4,472	122	8,572	0.0%	-23.7%	-5.4%	0.8%	-8.5%
Marie Claire	Hearst Magazines	3,360	1,482	3,214	3,813	11,869	2,921	1,133	2,640	62	6,756	15.0%	30.8%	21.7%	6056.7%	75.7%	3,360	1,482	3,214	3,813	11,869	15.0%	30.8%	21.7%	6056.7%	75.7%
Martha Stewart Living	Meredith Corporation	8,519	2,220	5,086	641	16,466	7,824	3,542	8,443	474	20,283	8.9%	-37.3%	-39.8%	35.2%	-18.8%	8,519	2,220	5,086	641	16,466	8.9%	-37.3%	-39.8%	35.2%	-18.8%
Men's Fitness	American Media, Inc.	7,683	1,367	4,058	15	13,123	7,109	1,598	3,889	194	12,791	8.1%	-14.5%	4.3%	-92.3%	2.6%	7,683	1,367	4,058	15	13,123	8.1%	-14.5%	4.3%	-92.3%	2.6%
Men's Health	Rodale Inc.	13,575	1,578	5,312	-	20,465	12,244	1,486	4,791	-	18,521	10.9%	6.2%	10.9%	-	10.5%	13,575	1,578	5,312	-	20,465	10.9%	6.2%	10.9%	-	10.5%
Midwest Living	Meredith Corporation	3,247	286	507	-	4,040	3,626	329	664	-	4,619	-10.5%	-13.1%	-23.6%	-	-12.5%	3,247	286	507	-	4,040	-10.5%	-13.1%	-23.6%	-	-12.5%

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Money	Time Inc.	5,978	1,864	3,953	21	11,816	5,729	2,058	3,623	-	11,409	4.3%	-9.4%	9.1%	+	3.6%	5,978	1,864	3,953	21	11,816	4.3%	-9.4%	9.1%	+	3.6%
Mother Earth News	Ogden Publications	2,702	378	950	-	4,030	2,671	556	1,016	-	4,243	1.2%	-32.0%	-6.5%	-	-5.0%	2,702	378	950	-	4,030	1.2%	-32.0%	-6.5%	-	-5.0%
Motor Trend	TEN	6,922	1,633	1,306	1,082	10,943	7,139	975	1,092	1,254	10,460	-3.0%	67.5%	19.6%	-13.7%	4.6%	6,922	1,633	1,306	1,082	10,943	-3.0%	67.5%	19.6%	-13.7%	4.6%
Motorcyclist	Bonnier Corporation	1,408	39	91	-	1,538	1,613	88	102	-	1,803	-12.7%	-55.7%	-10.8%	-	-14.7%	1,408	39	91	-	1,538	-12.7%	-55.7%	-10.8%	-	-14.7%
Muscle & Fitness	American Media, Inc.	6,438	652	2,184	41	9,316	6,723	816	2,564	127	10,230	-4.2%	-20.1%	-14.8%	-67.7%	-8.9%	6,438	652	2,184	41	9,316	-4.2%	-20.1%	-14.8%	-67.7%	-8.9%
National Enquirer	American Media, Inc.	6,965	215	436	-	7,617	5,990	320	810	91	7,210	16.3%	-32.6%	-46.1%	-100.0%	5.6%	6,965	215	436	-	7,617	16.3%	-32.6%	-46.1%	-100.0%	5.6%
National Geographic	National Geographic Partners	30,764	4,194	6,013	144	41,115	29,438	4,214	4,520	309	38,481	4.5%	-0.5%	33.0%	-53.5%	6.8%	30,764	4,194	6,013	144	41,115	4.5%	-0.5%	33.0%	-53.5%	6.8%
National Geographic Kids	National Geographic Partners	6,992	321	461	11	7,785	6,601	323	346	24	7,294	5.9%	-0.5%	33.0%	-53.5%	6.7%	6,992	321	461	11	7,785	5.9%	-0.5%	33.0%	-53.5%	6.7%
National Geographic Traveler	National Geographic Partners	11,135	430	617	15	12,197	9,411	432	464	32	10,339	18.3%	-0.5%	33.0%	-53.5%	18.0%	11,135	430	617	15	12,197	18.3%	-0.5%	33.0%	-53.5%	18.0%
New York Magazine	New York Media	2,514	6,312	20,163	488	29,477	2,578	5,399	12,436	700	21,113	-2.5%	16.9%	62.1%	-30.3%	39.6%	2,514	6,312	20,163	488	29,477	-2.5%	16.9%	62.1%	-30.3%	39.6%
NYLON	* NYLON Media	1,167	207	681	-	2,055	1,213	343	3,092	133	4,781	-3.8%	-39.7%	-78.0%	-100.0%	-57.0%	1,167	207	681	-	2,055	-3.8%	-39.7%	-78.0%	-100.0%	-57.0%
O, The Oprah Magazine	Hearst Magazines	9,547	711	1,353	1,182	12,793	10,499	861	1,746	1,561	14,668	-9.1%	-17.4%	-22.5%	-24.3%	-12.8%	9,547	711	1,353	1,182	12,793	-9.1%	-17.4%	-22.5%	-24.3%	-12.8%
OK! Magazine	American Media, Inc.	4,940	854	1,970	-	7,764	4,467	2,884	4,652	1,813	13,816	10.6%	-70.4%	-57.7%	-100.0%	-43.8%	4,940	854	1,970	-	7,764	10.6%	-70.4%	-57.7%	-100.0%	-43.8%
Outdoor Life	Bonnier Corporation	5,975	249	674	-	6,898	5,473	356	825	-	6,654	9.2%	-30.1%	-18.3%	-	3.7%	5,975	249	674	-	6,898	9.2%	-30.1%	-18.3%	-	3.7%
Parents	** Meredith Corporation	12,067	1,578	6,074	208	19,927	12,798	1,645	7,000	34	21,477	-5.7%	-4.1%	-13.2%	511.8%	-7.2%	12,067	1,578	6,074	208	19,927	-5.7%	-4.1%	-13.2%	511.8%	-7.2%
People	Time Inc.	42,448	6,337	25,712	4,796	79,293	39,431	9,729	33,765	3,403	86,328	7.7%	-34.9%	-23.8%	40.9%	-8.1%	42,448	6,337	25,712	4,796	79,293	7.7%	-34.9%	-23.8%	40.9%	-8.1%
People en Español	Time Inc.	7,050	99	953	46	8,148	6,797	145	1,286	-	8,228	3.7%	-31.5%	-25.9%	+	-1.0%	7,050	99	953	46	8,148	3.7%	-31.5%	-25.9%	+	-1.0%
Petersen's Hunting	Outdoor Sportsman Group	4,435	-	93	-	4,528	4,591	-	83	-	4,674	-3.4%	-	12.0%	-	-3.1%	4,435	-	93	-	4,528	-3.4%	-	12.0%	-	-3.1%
Playboy	Playboy Enterprises Inc.	3,677	539	3,199	359	7,774	3,793	939	5,547	395	10,673	-3.1%	-42.6%	-42.3%	-9.1%	-27.2%	3,677	539	3,199	359	7,774	-3.1%	-42.6%	-42.3%	-9.1%	-27.2%
Popular Mechanics	Hearst Magazines	7,202	1,982	3,542	140	12,866	7,867	2,488	3,139	-	13,494	-8.5%	-20.3%	12.9%	+	-4.6%	7,202	1,982	3,542	140	12,866	-8.5%	-20.3%	12.9%	+	-4.6%
Popular Photography	Bonnier Corporation	1,613	149	98	-	1,860	1,701	125	108	-	1,934	-5.2%	19.2%	-9.3%	-	-3.8%	1,613	149	98	-	1,860	-5.2%	19.2%	-9.3%	-	-3.8%
Popular Science	Bonnier Corporation	7,565	814	1,586	103	10,068	6,861	810	1,359	41	9,071	10.3%	0.5%	16.7%	151.2%	11.0%	7,565	814	1,586	103	10,068	10.3%	0.5%	16.7%	151.2%	11.0%
Prevention	Rodale Inc.	6,670	2,019	5,744	-	14,433	7,072	1,969	6,341	-	15,382	-5.7%	2.5%	-9.4%	-	-6.2%	6,670	2,019	5,744	-	14,433	-5.7%	2.5%	-9.4%	-	-6.2%
Rachael Ray Every Day	Meredith Corporation	6,081	102	253	-	6,436	5,186	408	877	-	6,471	17.3%	-75.0%	-71.2%	-	-0.5%	6,081	102	253	-	6,436	17.3%	-75.0%	-71.2%	-	-0.5%
Reader's Digest	Trusted Media Brands	19,128	2,437	3,524	-	25,089	18,387	1,359	3,925	95	23,765	4.0%	79.4%	-10.2%	-100.0%	5.6%	19,128	2,437	3,524	-	25,089	4.0%	79.4%	-10.2%	-100.0%	5.6%
Real Simple	Time Inc.	7,432	2,877	6,368	205	16,882	7,541	3,443	7,638	91	18,713	-1.4%	-16.4%	-16.6%	125.2%	-9.8%	7,432	2,877	6,368	205	16,882	-1.4%	-16.4%	-16.6%	125.2%	-9.8%
Redbook	Hearst Magazines	5,509	1,054	2,724	893	10,180	5,423	1,033	3,400	74	9,930	1.6%	2.0%	-19.9%	1113.3%	2.5%	5,509	1,054	2,724	893	10,180	1.6%	2.0%	-19.9%	1113.3%	2.5%
Road & Track	Hearst Magazines	2,871	933	2,009	-	5,813	3,133	1,016	1,787	-	5,935	-8.4%	-8.2%	12.5%	-	-2.1%	2,871	933	2,009	-	5,813	-8.4%	-8.2%	12.5%	-	-2.1%
Runner's World	Rodale Inc.	2,686	904	2,689	-	6,279	2,692	1,105	3,480	-	7,277	-0.2%	-18.2%	-22.7%	-	-13.7%	2,686	904	2,689	-	6,279	-0.2%	-18.2%	-22.7%	-	-13.7%
Saveur	* Bonnier Corporation	1,573	489	1,081	-	3,143	1,573	619	1,597	-	3,789	0.0%	-21.0%	-32.3%	-	-17.0%	1,573	489	1,081	-	3,143	0.0%	-21.0%	-32.3%	-	-17.0%
Self	Condé Nast	4,319	1,828	4,389	420	10,956	3,624	1,363	3,796	114	8,896	19.2%	34.2%	15.6%	269.3%	23.2%	4,319	1,828	4,389	420	10,956	19.2%	34.2%	15.6%	269.3%	23.2%
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	865	2,082	127	10,229	6,201	1,119	4,082	130	11,533	15.4%	-22.7%	-49.0%	-2.5%	-11.3%	7,154	865	2,082	127	10,229	15.4%	-22.7%	-49.0%	-2.5%	-11.3%

Magazine Brand	Publishing Company	CURRENT MONTH - January 2017 (000)					YEAR AGO - January 2016 (000)					January 2017 vs. January 2016 (% change)					YTD AVERAGE - as of January 2017 (000)					YTD 2016 vs. YTD 2015 (% 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°
Shape	* Meredith Corporation	5,890	4,147	5,360	253	15,650	6,050	2,633	4,952	100	13,735	-2.6%	57.5%	8.2%	153.0%	13.9%	5,890	4,147	5,360	253	15,650	-2.6%	57.5%	8.2%	153.0%	13.9%
Siempre Mujer	Meredith Corporation	1,914	17	99	-	2,030	2,015	4	63	-	2,082	-5.0%	325.0%	57.1%	-	-2.5%	1,914	17	99	-	2,030	-5.0%	325.0%	57.1%	-	-2.5%
Ski	Active Interest Media	1,389	45	166	-	1,600	1,307	53	50	-	1,410	6.3%	-15.1%	232.0%	-	13.5%	1,389	45	166	-	1,600	6.3%	-15.1%	232.0%	-	13.5%
Smithsonian	Smithsonian Enterprises	7,253	1,579	4,310	203	13,345	6,910	1,281	2,276	21	10,488	5.0%	23.3%	89.4%	866.7%	27.2%	7,253	1,579	4,310	203	13,345	5.0%	23.3%	89.4%	866.7%	27.2%
Soap Opera Digest	American Media, Inc.	2,984	50	108	-	3,142	3,113	54	-	-	3,167	-4.1%	-7.1%	+	-	-0.8%	2,984	50	108	-	3,142	-4.1%	-7.1%	+	-	-0.8%
Southern Living	Time Inc.	15,855	1,654	3,315	147	20,970	15,088	1,721	4,200	117	21,127	5.1%	-3.9%	-21.1%	24.9%	-0.7%	15,855	1,654	3,315	147	20,970	5.1%	-3.9%	-21.1%	24.9%	-0.7%
Sports Illustrated	Time Inc.	18,599	4,030	10,738	2,602	35,969	18,342	5,862	11,009	2,927	38,140	1.4%	-31.3%	-2.5%	-11.1%	-5.7%	18,599	4,030	10,738	2,602	35,969	1.4%	-31.3%	-2.5%	-11.1%	-5.7%
Star	American Media, Inc.	6,390	45	169	-	6,604	5,808	157	1,786	-	7,751	10.0%	-71.6%	-90.5%	-	-14.8%	6,390	45	169	-	6,604	10.0%	-71.6%	-90.5%	-	-14.8%
Street Rodder	TEN	2,421	105	125	21	2,672	2,011	129	211	61	2,412	20.4%	-18.4%	-40.6%	-66.1%	10.8%	2,421	105	125	21	2,672	20.4%	-18.4%	-40.6%	-66.1%	10.8%
StyleWatch	Time Inc.	5,198	1,043	3,299	85	9,626	5,134	1,291	4,155	-	10,580	1.2%	-19.2%	-20.6%	+	-9.0%	5,198	1,043	3,299	85	9,626	1.2%	-19.2%	-20.6%	+	-9.0%
Sunset	Time Inc.	4,438	399	613	43	5,493	4,756	445	579	-	5,780	-6.7%	-10.3%	5.9%	+	-5.0%	4,438	399	613	43	5,493	-6.7%	-10.3%	5.9%	+	-5.0%
Taste of Home	Trusted Media Brands	13,241	3,595	6,633	26	23,495	12,248	4,055	9,527	2,433	28,262	8.1%	-11.3%	-30.4%	-98.9%	-16.9%	13,241	3,595	6,633	26	23,495	8.1%	-11.3%	-30.4%	-98.9%	-16.9%
Teen Vogue	Condé Nast	3,040	1,208	5,927	704	10,879	3,469	583	2,424	260	6,737	-12.4%	107.0%	144.5%	170.3%	61.5%	3,040	1,208	5,927	704	10,879	-12.4%	107.0%	144.5%	170.3%	61.5%
Texas Monthly	Emmis Publishing	2,158	236	723	-	3,117	2,736	273	733	-	3,742	-21.1%	-13.6%	-1.4%	-	-16.7%	2,158	236	723	-	3,117	-21.1%	-13.6%	-1.4%	-	-16.7%
The Atlantic	Atlantic Media	2,149	6,178	15,953	107	24,388	1,898	5,696	10,757	257	18,607	13.2%	8.5%	48.3%	-58.4%	31.1%	2,149	6,178	15,953	107	24,388	13.2%	8.5%	48.3%	-58.4%	31.1%
The Economist	The Economist newspaper Limited	2,213	1,597	1,731	39	5,580	2,407	1,977	1,740	48	6,172	-8.1%	-19.2%	-0.5%	-18.8%	-9.6%	2,213	1,597	1,731	39	5,580	-8.1%	-19.2%	-0.5%	-18.8%	-9.6%
The Family Handyman	Trusted Media Brands	4,761	2,230	2,069	-	9,061	4,647	1,317	2,934	135	9,033	2.5%	69.4%	-29.5%	-100.0%	0.3%	4,761	2,230	2,069	-	9,061	2.5%	69.4%	-29.5%	-100.0%	0.3%
The New Yorker	Condé Nast	4,858	3,968	12,023	707	21,556	4,326	3,709	8,300	445	16,779	12.3%	7.0%	44.9%	58.9%	28.5%	4,858	3,968	12,023	707	21,556	12.3%	7.0%	44.9%	58.9%	28.5%
This Old House	This Old House Ventures, LLC	5,949	969	1,533	-	8,451	5,084	1,379	2,363	-	8,826	17.0%	-29.7%	-35.1%	-	-4.2%	5,949	969	1,533	-	8,451	17.0%	-29.7%	-35.1%	-	-4.2%
Time	Time Inc.	18,399	7,343	27,019	3,811	56,572	16,623	8,704	21,892	1,840	49,059	10.7%	-15.6%	23.4%	107.1%	15.3%	18,399	7,343	27,019	3,811	56,572	10.7%	-15.6%	23.4%	107.1%	15.3%
Town & Country	Hearst Magazines	3,197	577	1,307	122	5,203	3,003	578	1,170	-	4,751	6.5%	-0.1%	11.7%	+	9.5%	3,197	577	1,307	122	5,203	6.5%	-0.1%	11.7%	+	9.5%
Traditional Home	Meredith Corporation	4,284	33	97	-	4,414	3,938	27	100	-	4,065	8.8%	22.2%	-3.0%	-	8.6%	4,284	33	97	-	4,414	8.8%	22.2%	-3.0%	-	8.6%
Travel + Leisure	Time Inc.	6,583	2,058	4,713	304	13,658	5,814	1,206	3,509	-	10,529	13.2%	70.6%	34.3%	+	29.7%	6,583	2,058	4,713	304	13,658	13.2%	70.6%	34.3%	+	29.7%
Vanity Fair	Condé Nast	7,926	3,114	10,686	5,011	26,738	7,527	3,380	6,477	1,395	18,778	5.3%	-7.8%	65.0%	259.3%	42.4%	7,926	3,114	10,686	5,011	26,738	5.3%	-7.8%	65.0%	259.3%	42.4%
Veranda	Hearst Magazines	1,228	-	57	-	1,285	1,160	-	96	-	1,256	5.9%	-	-40.6%	-	2.3%	1,228	-	57	-	1,285	5.9%	-	-40.6%	-	2.3%
Vogue	Condé Nast	11,659	1,745	3,560	1,823	18,786	11,389	1,740	3,448	559	17,136	2.4%	0.3%	3.2%	226.1%	9.6%	11,659	1,745	3,560	1,823	18,786	2.4%	0.3%	3.2%	226.1%	9.6%
W	Condé Nast	1,036	258	635	1,099	3,029	1,046	50	370	492	1,958	-1.0%	413.2%	71.7%	123.6%	54.7%	1,036	258	635	1,099	3,029	-1.0%	413.2%	71.7%	123.6%	54.7%
WebMD Magazine	WebMD, LLC	10,336	14,966	34,789	46	60,137	10,009	15,249	33,741	46	59,045	3.3%	-1.9%	3.1%		1.8%	10,336	14,966	34,789	46	60,137	3.3%	-1.9%	3.1%	0.0%	1.8%
Wired	Condé Nast	3,013	3,296	6,739	2,662	15,710	2,382	4,274	6,461	895	14,012	26.5%	-22.9%	4.3%	197.5%	12.1%	3,013	3,296	6,739	2,662	15,710	26.5%	-22.9%	4.3%	197.5%	12.1%
Woman's Day	Hearst Magazines	16,531	959	2,947	-	20,437	16,213	1,048	2,408	168	19,837	2.0%	-8.4%	22.4%	-100.0%	3.0%	16,531	959	2,947	-	20,437	2.0%	-8.4%	22.4%	-100.0%	3.0%
Women's Health	Rodale Inc.	11,341	1,646	6,152	-	19,139	9,982	1,752	6,064	-	17,798	13.6%	-6.1%	1.5%	-	7.5%	11,341	1,646	6,152	-	19,139	13.6%	-6.1%	1.5%	-	7.5%
Yoga Journal	Active Interest Media	1,966	441	207	-	2,614	2,029	134	79	-	2,242	-3.1%	229.1%	162.0%	-	16.6%	1,966	441	207	-	2,614	-3.1%	229.1%	162.0%	-	16.6%
Total (000)		930,496	244,014	602,385	80,142	1,857,037	882,575	264,173	592,478	50,894	1,790,121	5.4%	-7.6%	1.7%	57.5%	3.7%	930,496	244,014	602,385	80,142	1,857,037	5.4%	-7.6%	1.7%	57.5%	3.7%
Share by Platform (%)		50.1%	13.1%	32.4%	4.3%	100.0%	49.3%	14.8%	33.1%	2.8%	100.0%						50.1%	13.1%	32.4%	4.3%	100.0%					

* 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.

Magazine Brand	Publishing Company	CURRENT MONTH - January 2017 (000)					YEAR AGO - January 2016 (000)					January 2017 vs. January 2016 (% change)					YTD AVERAGE - as of January 2017 (000)					YTD 2016 vs. YTD 2015 (% 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°

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®; January 2017 and January 2016; U.S.
 - Mobile Web: comScore Mobile Metrix; January 2017 and January 2016; U.S.
 - Video: comScore Video Metrix; January 2017 and January 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 - January 2017 and January 2016 - January 2016; U.S.
 - Mobile Web: comScore Media Metrix® January 2017 - January 2017 and January 2016 - January 2016; U.S.
 - Video: comScore Media Metrix® January 2017 - January 2017 and January 2016 - January 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 128 magazine media brands from 30 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.