

Magazine Brand	Publishing Company	CURRENT MONTH - July 2017 (000)					YEAR AGO - July 2016 (000)					July 2017 vs. July 2016 (% change)					YTD AVERAGE - as of July 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°
4 Wheel & Off Road	TEN	3,014	40	87	-	3,141	2,648	47	98	8	2,800	13.8%	-14.6%	-10.8%	-100.0%	12.2%	2,929	52	119	-	3,100	20.9%	-16.6%	-12.8%	-100.0%	17.4%
AARP	AARP Media	38,717	3,593	3,988	24	46,322	36,621	3,725	5,195	156	45,697	5.7%	-3.5%	-23.2%	-84.6%	1.4%	38,022	3,630	3,260	24	44,937	4.7%	-4.1%	-30.5%	-82.6%	0.0%
Allrecipes	Meredith Corporation	7,833	9,789	30,332	1,043	48,997	7,645	11,084	31,324	947	51,000	2.5%	-11.7%	-3.2%	10.1%	-3.9%	8,036	12,042	31,316	1,444	52,839	5.3%	-2.0%	3.8%	138.3%	4.3%
Allure	Condé Nast	5,563	1,408	5,238	1,615	13,824	5,717	895	4,064	480	11,156	-2.7%	57.3%	28.9%	236.5%	23.9%	5,941	1,135	5,069	1,857	14,003	9.4%	2.5%	37.4%	474.5%	32.7%
Architectural Digest	Condé Nast	4,645	481	1,455	68	6,649	3,785	354	725	-	4,864	22.7%	35.9%	100.7%	+	36.7%	4,423	455	1,064	225	6,166	18.9%	3.3%	20.3%	18947.8%	22.3%
Automobile	TEN	3,693	186	197	-	4,076	3,037	216	273	-	3,526	21.6%	-13.9%	-27.8%	-	15.6%	3,473	269	206	-	3,948	3.6%	-0.4%	-34.9%	-100.0%	-1.3%
Autoweek	Crain Communications, Inc.	2,440	375	231	-	3,046	2,136	343	715	-	3,194	14.2%	9.3%	-67.7%	-	-4.6%	2,717	416	842	-	3,975	27.1%	10.3%	38.7%	-	27.3%
Backpacker	Active Interest Media	1,455	277	268	-	2,000	1,298	248	515	-	2,061	12.1%	11.7%	-48.0%	-	-3.0%	1,343	231	215	-	1,789	12.2%	33.6%	24.4%	-	15.9%
Better Homes and Gardens	Meredith Corporation	37,864	3,492	4,737	390	46,483	37,399	3,642	6,546	170	47,757	1.2%	-4.1%	-27.6%	129.4%	-2.7%	37,342	4,745	5,047	518	47,652	1.2%	30.2%	-23.6%	139.7%	0.6%
Bicycling	Rodale Inc.	1,397	460	1,099	-	2,956	1,588	512	1,078	-	3,178	-12.0%	-10.2%	1.9%	-	-7.0%	1,530	386	872	-	2,788	-3.2%	2.6%	-1.8%	-	-2.0%
Bon Appétit/Epicurious	Condé Nast	7,252	3,707	10,743	2,241	23,943	6,581	4,520	11,350	2,430	24,881	10.2%	-18.0%	-5.3%	-7.8%	-3.8%	7,039	3,853	10,180	2,344	23,417	5.8%	-20.6%	-3.7%	28.0%	-2.1%
Brides	Condé Nast	5,261	1,082	1,364	381	8,088	4,468	772	1,522	124	6,886	17.7%	40.2%	-10.4%	207.3%	17.5%	5,067	905	1,425	636	8,032	8.3%	14.2%	-17.4%	629.4%	10.3%
Car and Driver	Hearst Magazines	9,507	2,086	5,042	59	16,694	8,514	2,641	4,964	107	16,226	11.7%	-21.0%	1.6%	-44.5%	2.9%	9,475	2,278	5,006	65	16,824	10.9%	-16.5%	4.4%	-48.1%	3.9%
Car Craft	TEN	2,139	38	40	4	2,221	1,991	38	63	15	2,107	7.4%	-2.3%	-36.9%	-71.6%	5.4%	2,169	45	50	6	2,271	13.2%	-15.8%	-42.0%	-71.0%	9.3%
Coastal Living	Time Inc.	4,986	202	808	-	5,996	3,831	274	631	-	4,737	30.1%	-26.2%	27.9%	-	26.6%	4,540	269	648	-	5,457	13.5%	2.6%	5.2%	-	11.9%
Condé Nast Traveler	Condé Nast	3,527	834	2,992	1,171	8,524	3,230	843	2,812	124	7,009	9.2%	-1.1%	6.4%	844.4%	21.6%	3,441	939	3,181	1,363	8,924	4.9%	8.5%	22.7%	1463.8%	30.7%
Cooking Light	Time Inc.	9,839	894	1,879	-	12,611	10,987	1,069	2,831	-	14,886	-10.4%	-16.4%	-33.6%	-	-15.3%	10,262	862	2,015	53	13,192	-6.7%	-46.0%	-46.2%	145.7%	-19.4%
Cosmopolitan	Hearst Magazines	16,631	2,118	13,156	1,075	32,980	16,117	2,998	13,706	800	33,621	3.2%	-29.3%	-4.0%	34.3%	-1.9%	16,918	2,440	12,038	988	32,383	9.0%	-21.1%	-8.8%	32.2%	-0.5%
Country Living	Hearst Magazines	12,155	2,308	7,950	1,523	23,936	11,685	2,522	6,654	-	20,861	4.0%	-8.5%	19.5%	+	14.7%	11,870	2,596	8,525	1,054	24,045	1.0%	7.1%	25.6%	1933.2%	14.4%
Cycle World	Bonnier Corporation	1,542	218	388	-	2,148	2,045	216	393	-	2,654	-24.6%	0.9%	-1.3%	-	-19.1%	1,776	230	362	-	2,367	-10.3%	25.1%	12.5%	-	-4.7%
Departures	* Time Inc.	6,436	5	33	-	6,474	6,094	20	117	-	6,231	5.6%	-76.1%	-71.7%	-	3.9%	6,436	39	48	-	6,523	5.6%	-68.6%	32.3%	-	4.3%
Diabetic Living	* Meredith Corporation	6,633	137	324	-	7,094	6,685	108	187	-	6,980	-0.8%	26.9%	73.3%	-	1.6%	6,678	125	264	-	7,067	13.1%	-24.3%	-2.1%	-	11.5%
Dirt Rider	Bonnier Corporation	1,363	141	100	-	1,604	1,346	56	77	-	1,479	1.3%	151.8%	29.9%	-	8.5%	1,351	141	122	-	1,614	-4.2%	154.0%	57.6%	-	4.6%
Discover	Kalmbach Publishing Co.	2,437	140	72	-	2,649	1,940	200	-	-	2,140	25.6%	-30.0%	+	-	23.8%	2,253	189	200	-	2,643	16.1%	-8.9%	44.9%	-	15.6%
domino	* Domino Media Group, Inc.	1,140	237	1,272	-	2,649	1,060	145	561	-	1,766	7.5%	63.4%	126.7%	-	50.0%	1,140	138	774	-	2,052	7.5%	11.5%	-28.1%	-	-9.2%
EatingWell	Meredith Corporation	6,560	1,509	2,353	83	10,505	6,110	1,253	2,577	-	9,940	7.4%	20.4%	-8.7%	+	5.7%	6,274	1,630	2,575	80	10,560	2.1%	15.6%	-5.3%	+	2.8%
Elle	Hearst Magazines	4,662	1,573	6,023	845	13,103	5,656	1,622	4,468	-	11,746	-17.6%	-3.0%	34.8%	+	11.6%	5,127	1,904	6,229	1,185	14,445	-4.4%	-5.1%	35.5%	985.2%	19.6%
Elle Decor	Hearst Magazines	2,191	360	1,081	-	3,632	1,940	375	596	-	2,910	12.9%	-3.9%	81.5%	-	24.8%	2,116	353	765	407	3,641	16.8%	-4.6%	17.2%	6029.8%	28.2%

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Entertainment Weekly	Time Inc.	10,168	3,436	13,982	1,972	29,558	9,130	4,640	15,080	1,830	30,680	11.4%	-25.9%	-7.3%	7.8%	-3.7%	10,031	3,697	13,109	2,100	28,937	14.5%	-26.2%	-7.2%	23.8%	-2.2%
Entrepreneur	Entrepreneur Media	3,032	1,669	2,631	9,772	17,104	2,564	3,310	2,999	159	9,032	18.3%	-49.6%	-12.3%	6045.9%	89.4%	3,049	3,262	2,713	2,629	11,653	19.9%	-18.4%	-23.6%	512.1%	10.8%
ESPN The Magazine	ESPN, Inc.	18,519	17,732	42,426	8,794	87,471	17,842	19,636	47,818	11,988	97,284	3.8%	-9.7%	-11.3%	-26.6%	-10.1%	16,854	20,612	45,032	9,590	92,088	4.1%	-3.5%	-4.9%	-22.1%	-5.3%
Esquire	Hearst Magazines	3,471	1,520	5,745	115	10,850	2,930	2,694	6,193	1,341	13,157	18.5%	-43.6%	-7.2%	-91.4%	-17.5%	3,383	1,815	5,323	291	10,812	13.3%	-47.6%	-1.7%	-65.1%	-14.8%
Essence	Time Inc.	6,832	746	3,155	159	10,893	6,660	528	4,084	120	11,393	2.6%	41.3%	-22.8%	32.6%	-4.4%	6,714	710	3,160	166	10,750	-2.7%	-12.6%	-12.7%	123.8%	-5.7%
Family Circle	Meredith Corporation	14,566	473	174	-	15,213	15,943	134	122	-	16,199	-8.6%	253.0%	42.6%	-	-6.1%	15,235	334	203	-	15,771	-4.3%	151.6%	18.9%	-	-2.8%
FamilyFun	Meredith Corporation	4,407	24	80	1	4,512	4,066	22	84	0	4,173	8.4%	8.5%	-5.0%	296.7%	8.1%	3,982	7	24	0	4,014	-3.2%	10.7%	-1.6%	230.5%	-3.2%
Fast Company	* Mansueto Ventures	2,175	2,207	3,932	83	8,397	2,211	2,153	3,707	375	8,446	-1.6%	2.5%	6.1%	-77.9%	-0.6%	2,175	2,112	3,723	30	8,040	-1.6%	-21.7%	-27.6%	-88.4%	-22.0%
Field & Stream	Bonnier Corporation	9,658	399	1,632	76	11,765	8,464	370	1,069	80	9,983	14.1%	7.8%	52.7%	-5.0%	17.9%	9,449	422	1,351	22	11,244	14.6%	-18.0%	7.8%	-22.1%	11.9%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	217	1,818	-	9,035	7,000	329	1,904	-	9,233	0.0%	-34.0%	-4.5%	-	-2.1%	7,000	270	1,880	-	9,149	0.0%	-13.7%	11.0%	-	1.6%
Flying	Bonnier Corporation	1,041	149	256	-	1,446	846	209	148	-	1,203	23.0%	-28.7%	73.0%	-	20.2%	902	129	188	-	1,218	-6.6%	14.8%	39.8%	-	0.5%
Food & Wine	Time Inc.	8,291	1,209	4,395	97	13,992	7,682	1,309	4,520	45	13,556	7.9%	-7.6%	-2.8%	116.6%	3.2%	8,210	1,333	3,587	181	13,311	9.9%	-7.0%	-19.9%	263.4%	-0.9%
Food Network Magazine	Hearst Magazines	13,369	825	2,934	182	17,310	13,506	1,232	3,327	145	18,210	-1.0%	-33.0%	-11.8%	25.9%	-4.9%	13,658	914	2,947	125	17,644	4.5%	-32.0%	-10.2%	22.4%	-0.8%
Forbes	Forbes Media	7,254	14,864	39,851	5,468	67,437	7,606	17,447	40,567	2,494	68,114	-4.6%	-14.8%	-1.8%	119.2%	-1.0%	7,552	16,108	37,437	4,180	65,278	6.3%	-15.3%	17.4%	108.4%	8.8%
Fortune	Time Inc.	3,899	2,713	7,783	1,163	15,558	3,442	4,315	8,368	853	16,979	13.3%	-37.1%	-7.0%	36.3%	-8.4%	3,767	3,165	6,885	1,149	14,966	12.2%	-36.4%	-2.8%	29.4%	-8.2%
Game & Fish	Outdoor Sportsman Group	6,237	148	363	-	6,748	6,423	165	283	-	6,871	-2.9%	-10.3%	28.3%	-	-1.8%	6,407	126	325	-	6,859	6.8%	-9.9%	18.2%	-	6.9%
Glamour	Condé Nast	10,195	1,192	5,046	720	17,153	10,006	2,359	4,852	1,134	18,351	1.9%	-49.5%	4.0%	-36.5%	-6.5%	10,361	1,480	5,862	1,996	19,699	4.2%	-22.4%	1.5%	92.1%	5.5%
Golf Digest	Condé Nast	4,907	667	2,319	1,869	9,762	4,885	749	1,792	1,125	8,551	0.5%	-10.9%	29.4%	66.1%	14.2%	5,035	708	2,184	839	8,766	7.9%	9.2%	27.7%	6.0%	12.1%
Golf Magazine	Time Inc.	4,525	874	1,750	354	7,503	4,666	753	1,648	227	7,293	-3.0%	16.1%	6.2%	56.1%	2.9%	4,719	760	1,563	291	7,333	8.0%	-0.6%	2.7%	30.0%	6.6%
Good Housekeeping	Hearst Magazines	19,869	2,838	7,990	256	30,954	19,632	3,320	6,290	67	29,308	1.2%	-14.5%	27.0%	284.5%	5.6%	19,640	2,995	7,483	282	30,400	4.0%	-23.3%	24.7%	69.7%	5.0%
GQ	Condé Nast	6,415	1,406	6,453	2,588	16,862	6,058	1,423	5,186	1,637	14,304	5.9%	-1.2%	24.4%	58.1%	17.9%	6,416	1,706	6,873	2,621	17,616	6.2%	-17.8%	29.6%	67.0%	17.5%
Guns & Ammo	Outdoor Sportsman Group	11,302	142	302	-	11,746	10,139	331	631	-	11,101	11.5%	-57.1%	-52.1%	-	5.8%	11,190	193	374	-	11,757	13.0%	-42.5%	-31.0%	-	9.1%
Harper's Bazaar	Hearst Magazines	2,679	901	4,519	1,337	9,436	3,356	2,090	3,504	212	9,161	-20.2%	-56.9%	29.0%	532.1%	3.0%	2,904	1,142	3,902	1,535	9,483	-9.7%	-35.8%	5.0%	568.0%	6.1%
Health	Time Inc.	9,507	1,605	5,381	156	16,648	8,123	2,111	6,589	65	16,888	17.0%	-24.0%	-18.3%	140.5%	-1.4%	9,170	1,846	5,889	198	17,103	13.4%	-28.6%	-18.9%	89.6%	-5.2%
HGTV Magazine	Hearst Magazines	9,847	147	306	26	10,326	9,029	153	292	23	9,498	9.1%	-4.2%	4.5%	13.6%	8.7%	9,623	170	347	29	10,169	11.3%	-10.3%	-2.6%	-21.5%	10.2%
Hot Rod	TEN	5,485	143	152	16	5,796	5,482	147	241	56	5,926	0.1%	-2.3%	-36.9%	-71.6%	-2.2%	5,535	171	192	24	5,923	-0.1%	-15.7%	-42.0%	-71.1%	-3.8%
House Beautiful	Hearst Magazines	6,022	613	2,407	10	9,053	5,793	1,475	2,137	-	9,404	4.0%	-58.4%	12.7%	+	-3.7%	6,055	922	1,904	64	8,945	12.6%	-22.9%	-4.6%	+	4.4%
In-Fisherman	Outdoor Sportsman Group	4,069	51	-	-	4,120	3,377	52	118	-	3,547	20.5%	-1.9%	-100.0%	-	16.2%	4,021	34	18	-	4,073	27.5%	-19.9%	-84.2%	-	23.0%
InStyle	Time Inc.	8,454	1,359	3,332	191	13,336	8,990	1,640	4,795	68	15,494	-6.0%	-17.1%	-30.5%	178.8%	-13.9%	8,793	1,314	3,226	176	13,509	2.5%	-21.5%	-29.4%	1306.1%	-8.9%
Kraft Food & Family	* Meredith Corporation	2,250	1,602	4,961	143	8,956	2,250	2,023	4,446	102	8,821	0.0%	-20.8%	11.6%	40.2%	1.5%	2,250	1,738	4,743	73	8,805	0.0%	-12.1%	0.9%	-37.6%	-2.7%
Marie Claire	Hearst Magazines	3,091	971	3,141	1,628	8,831	3,245	1,101	3,284	-	7,630	-4.7%	-11.8%	-4.4%	+	15.7%	3,245	1,154	3,228	2,219	9,846	6.0%	-15.5%	7.6%	714.5%	27.9%

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Martha Stewart Living	Meredith Corporation	8,257	2,193	5,016	601	16,067	8,365	2,137	5,138	565	16,205	-1.3%	2.6%	-2.4%	6.4%	-0.9%	8,407	2,381	4,988	661	16,436	4.4%	-16.4%	-25.9%	18.2%	-9.7%
Men's Fitness	American Media, Inc.	7,443	1,027	3,144	242	11,856	7,406	1,203	3,381	375	12,365	0.5%	-14.7%	-7.0%	-35.5%	-4.1%	7,580	1,188	3,314	73	12,155	4.8%	-15.1%	-6.1%	-77.5%	-2.7%
Men's Health	Rodale Inc.	13,798	1,389	5,569	-	20,756	12,862	1,424	4,508	-	18,794	7.3%	-2.5%	23.5%	-	10.4%	13,671	1,449	5,595	-	20,714	9.3%	-6.0%	12.3%	-	8.8%
Men's Journal	American Media, Inc.	2,798	400	1,130	-	4,328	2,887	578	1,216	85	4,766	-3.1%	-30.8%	-7.0%	-100.0%	-9.2%	2,744	513	1,401	-	4,658	0.2%	-5.9%	14.9%	-100.0%	3.1%
Midwest Living	Meredith Corporation	2,939	291	633	-	3,863	3,531	357	827	-	4,715	-16.8%	-18.5%	-23.5%	-	-18.1%	3,115	308	563	-	3,986	-13.1%	-6.3%	-19.0%	-	-13.5%
Money	Time Inc.	6,166	1,515	2,111	36	9,828	5,345	1,652	3,165	65	10,227	15.4%	-8.3%	-33.3%	-44.7%	-3.9%	6,059	1,481	3,602	13	11,154	8.9%	-11.7%	26.3%	-18.3%	10.3%
Mother Earth News	Ogden Publications	2,766	268	590	-	3,624	2,695	569	1,548	-	4,812	2.6%	-52.9%	-61.9%	-	-24.7%	2,729	355	725	-	3,809	1.8%	-38.3%	-42.9%	-100.0%	-16.0%
Motor Trend	TEN	7,162	1,394	1,680	729	10,965	6,598	1,090	1,287	1,061	10,036	8.5%	27.9%	30.5%	-31.3%	9.3%	7,025	1,389	1,571	836	10,821	1.7%	28.2%	27.3%	-36.7%	2.6%
Motorcyclist	Bonnier Corporation	1,378	117	163	-	1,658	1,542	135	164	-	1,841	-10.6%	-13.3%	-0.6%	-	-9.9%	1,395	89	144	-	1,627	-11.8%	2.0%	15.3%	-	-9.3%
Muscle & Fitness	American Media, Inc.	6,330	531	1,786	146	8,793	6,536	610	2,298	178	9,623	-3.2%	-13.0%	-22.3%	-18.0%	-8.6%	6,392	601	2,025	46	9,063	-3.8%	-18.5%	-20.0%	-75.0%	-10.2%
National Enquirer	American Media, Inc.	6,578	234	457	-	7,269	6,225	250	546	43	7,064	5.7%	-6.5%	-16.2%	-100.0%	2.9%	6,799	219	489	-	7,507	11.6%	-54.4%	-46.6%	-100.0%	-1.9%
National Geographic	National Geographic Partners	32,312	2,414	5,063	48	39,837	29,825	2,821	6,171	318	39,135	8.3%	-14.4%	-18.0%	-84.8%	1.8%	31,427	3,735	5,545	315	41,022	6.2%	-6.1%	5.3%	-21.5%	4.5%
National Geographic Kids	National Geographic Partners	6,858	185	388	4	7,435	6,745	216	473	24	7,459	1.7%	-14.4%	-18.0%	-84.8%	-0.3%	6,935	285	423	24	7,666	4.1%	-6.2%	5.3%	-21.7%	3.6%
National Geographic Traveler	National Geographic Partners	11,922	248	519	5	12,694	10,046	289	633	33	11,001	18.7%	-14.4%	-18.0%	-84.8%	15.4%	11,472	381	566	32	12,452	18.5%	-6.2%	5.3%	-21.7%	16.7%
New York Magazine	New York Media	3,002	4,481	15,432	694	23,609	2,604	4,604	13,638	386	21,232	15.3%	-2.7%	13.2%	79.8%	11.2%	2,723	5,121	16,320	439	24,602	5.2%	3.1%	30.1%	-4.1%	19.7%
NYLON	* NYLON Media	1,167	150	994	-	2,311	1,213	281	742	-	2,236	-3.8%	-46.6%	34.0%	-	3.4%	1,167	856	673	13	2,709	-3.8%	203.4%	-62.6%	-77.2%	-19.2%
O, The Oprah Magazine	Hearst Magazines	9,635	759	1,220	1,035	12,648	10,515	651	1,317	1,436	13,919	-8.4%	16.6%	-7.4%	-27.9%	-9.1%	9,585	757	1,319	1,026	12,687	-8.8%	0.8%	-10.8%	-28.4%	-10.5%
OK! Magazine	American Media, Inc.	4,708	320	2,113	-	7,140	4,641	1,581	2,904	153	9,279	1.4%	-79.8%	-27.2%	-100.0%	-23.0%	4,841	507	2,000	11	7,358	6.6%	-80.4%	-49.9%	-99.0%	-39.8%
Outdoor Life	Bonnier Corporation	5,908	270	691	-	6,869	6,028	267	651	-	6,946	-2.0%	1.1%	6.1%	-	-1.1%	5,946	279	715	-	6,940	4.1%	-6.9%	-1.7%	-	3.0%
Parents	Meredith Corporation	12,193	1,495	5,666	109	19,463	11,948	1,428	6,021	27	19,424	2.1%	4.7%	-5.9%	303.7%	0.2%	12,121	1,695	6,278	169	20,264	-2.5%	6.5%	-2.9%	284.1%	-1.3%
People	Time Inc.	41,863	5,650	26,502	3,832	77,847	40,812	7,490	26,138	2,959	77,399	2.6%	-24.6%	1.4%	29.5%	0.6%	42,197	5,895	25,851	4,021	77,965	5.4%	-30.7%	-5.6%	25.4%	-1.5%
People en Español	Time Inc.	6,821	132	871	22	7,846	7,144	114	999	-	8,257	-4.5%	15.4%	-12.8%	+	-5.0%	6,952	108	873	38	7,970	0.1%	-17.9%	-21.9%	+	-2.7%
Petersen's Hunting	Outdoor Sportsman Group	4,361	7	23	-	4,391	4,719	-	58	-	4,777	-7.6%	+	-60.3%	-	-8.1%	4,403	8	43	-	4,454	-5.2%	+	-20.1%	-	-5.2%
Playboy	Playboy Enterprises Inc.	3,389	304	1,521	174	5,388	3,913	679	2,941	409	7,942	-13.4%	-55.2%	-48.3%	-57.5%	-32.2%	3,554	511	2,367	196	6,627	-7.6%	-31.8%	-43.6%	-53.9%	-28.1%
Popular Mechanics	Hearst Magazines	7,680	1,890	4,317	121	14,008	7,347	2,684	3,675	-	13,706	4.5%	-29.6%	17.5%	+	2.2%	7,407	2,039	3,731	76	13,253	-3.1%	-24.3%	14.6%	484.8%	-2.6%
Popular Science	Bonnier Corporation	9,072	748	1,623	31	11,474	6,568	836	1,902	37	9,343	38.1%	-10.5%	-14.7%	-16.2%	22.8%	8,211	1,157	1,610	60	11,038	21.9%	39.7%	9.3%	11.7%	21.4%
Prevention	Rodale Inc.	6,672	1,889	5,599	-	14,160	7,133	1,641	5,356	-	14,130	-6.5%	15.1%	4.5%	-	0.2%	6,671	1,914	5,216	-	13,801	-6.0%	8.6%	-7.3%	-	-4.7%
Rachael Ray Every Day	Meredith Corporation	5,645	176	372	-	6,193	6,055	223	445	-	6,723	-6.8%	-21.1%	-16.4%	-	-7.9%	5,894	166	359	-	6,420	6.0%	-46.4%	-43.7%	-	-1.3%
Reader's Digest	Trusted Media Brands	19,278	2,075	5,272	260	26,885	18,164	1,859	3,975	54	24,052	6.1%	11.6%	32.6%	381.5%	11.8%	19,192	2,093	3,206	54	24,545	4.9%	22.1%	-22.7%	-27.0%	1.3%
Real Simple	Time Inc.	7,245	1,779	4,966	257	14,247	7,460	1,944	4,498	97	13,999	-2.9%	-8.5%	10.4%	166.1%	1.8%	7,352	2,136	5,407	245	15,140	-2.1%	-25.1%	-9.2%	195.6%	-7.7%
Redbook	Hearst Magazines	5,443	377	1,407	667	7,895	5,533	582	1,959	-	8,075	-1.6%	-35.2%	-28.2%	+	-2.2%	5,481	659	1,945	581	8,666	0.2%	-33.8%	-20.1%	2996.1%	-2.8%

Magazine Brand	Publishing Company	CURRENT MONTH - July 2017 (000)					YEAR AGO - July 2016 (000)					July 2017 vs. July 2016 (% change)					YTD AVERAGE - as of July 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°
Road & Track	Hearst Magazines	3,131	658	1,880	-	5,670	2,755	1,263	1,690	-	5,708	13.6%	-47.9%	11.3%	-	-0.7%	2,982	750	1,860	1	5,594	0.4%	-21.1%	31.4%	+	4.8%
Runner's World	Rodale Inc.	2,374	884	3,016	-	6,274	2,877	1,038	3,375	-	7,290	-17.5%	-14.8%	-10.6%	-	-13.9%	2,552	966	3,437	-	6,955	-7.9%	-18.1%	-5.3%	-	-8.3%
Saveur	* Bonnier Corporation	1,573	355	891	47	2,866	1,573	452	928	-	2,953	0.0%	-21.5%	-4.0%	+	-2.9%	1,573	441	932	17	2,963	0.0%	-18.8%	-13.1%	+	-7.1%
Ser Padres	Meredith Corporation	1,952	-	33	-	1,985	2,220	-	37	-	2,257	-12.1%	-	-10.8%	-	-12.1%	2,067	-	48	-	2,115	-3.3%	-	167.2%	-	-1.8%
Seventeen	Hearst Magazines	6,981	605	1,821	193	9,601	6,779	658	1,996	97	9,530	3.0%	-8.0%	-8.8%	100.2%	0.7%	7,080	714	2,214	99	10,107	9.8%	-20.7%	-27.9%	-67.0%	-5.7%
Shape	Meredith Corporation	5,675	2,198	3,834	141	11,848	6,050	2,286	5,696	-	14,032	-6.2%	-3.8%	-32.7%	+	-15.6%	5,798	3,017	5,123	191	14,129	-4.2%	26.9%	-18.9%	346.7%	-4.5%
Ski	Active Interest Media	1,331	16	-	-	1,347	1,389	22	-	-	1,411	-4.2%	-27.3%	-	-	-4.5%	1,372	18	36	-	1,427	3.2%	-45.0%	130.0%	-	3.4%
Smithsonian	Smithsonian Enterprises	7,598	1,053	4,202	43	12,896	7,297	1,143	2,956	39	11,435	4.1%	-7.9%	42.2%	10.3%	12.8%	7,401	1,388	3,933	156	12,879	4.6%	8.8%	55.1%	522.2%	18.0%
Soap Opera Digest	American Media, Inc.	2,955	36	132	-	3,123	2,887	46	125	-	3,058	2.4%	-22.8%	5.7%	-	2.1%	2,972	43	126	-	3,141	-1.5%	37.9%	606.7%	-	2.5%
Southern Living	Time Inc.	17,007	1,789	4,214	212	23,222	15,097	1,474	4,294	99	20,963	12.7%	21.4%	-1.8%	113.8%	10.8%	16,349	1,663	3,809	192	22,012	8.3%	0.9%	-6.2%	88.3%	5.3%
Sports Illustrated	Time Inc.	17,961	2,423	8,983	1,757	31,124	18,949	4,240	7,351	1,778	32,318	-5.2%	-42.9%	22.2%	-1.2%	-3.7%	18,326	3,211	9,668	2,180	33,384	-1.5%	-39.6%	0.7%	-16.1%	-7.6%
Star	American Media, Inc.	6,315	24	134	-	6,473	5,904	87	871	-	6,862	7.0%	-72.1%	-84.6%	-	-5.7%	6,358	31	198	-	6,586	8.7%	-80.9%	-84.9%	-100.0%	-10.5%
Street Rodder	TEN	2,442	85	91	10	2,627	2,225	87	144	34	2,489	9.8%	-2.3%	-36.9%	-71.6%	5.5%	2,430	102	114	14	2,661	15.6%	-15.7%	-41.9%	-71.0%	7.7%
StyleWatch	* Time Inc.	5,198	668	2,179	42	8,087	5,198	910	2,849	56	9,013	0.0%	-26.6%	-23.5%	-24.1%	-10.3%	5,198	893	3,136	25	9,252	0.7%	-29.0%	-29.3%	-35.2%	-15.1%
Sunset	Time Inc.	4,581	426	729	-	5,736	4,663	601	1,143	-	6,407	-1.8%	-29.1%	-36.2%	-	-10.5%	4,499	450	753	23	5,726	-4.6%	-32.2%	-31.5%	+	-11.6%
Taste of Home	Trusted Media Brands	12,869	3,104	7,055	366	23,393	12,344	3,089	7,471	465	23,369	4.3%	0.5%	-5.6%	-21.3%	0.1%	13,082	3,411	6,949	145	23,586	6.4%	-0.5%	-13.3%	-83.4%	-4.2%
Teen Vogue	Condé Nast	2,887	1,119	7,503	942	12,451	3,040	719	3,048	367	7,174	-5.0%	55.6%	146.2%	156.7%	73.6%	2,996	1,127	6,648	1,026	11,797	-10.5%	64.2%	138.2%	226.0%	65.3%
Texas Monthly	GP TM Acquisition, LLC	2,402	201	738	-	3,341	1,721	241	824	-	2,786	39.6%	-16.6%	-10.4%	-	19.9%	2,263	223	693	-	3,178	-1.7%	-11.7%	-0.9%	-	-2.3%
The Atlantic	Atlantic Media	2,287	4,334	12,185	170	18,976	2,054	4,810	12,979	213	20,056	11.3%	-9.9%	-6.1%	-20.2%	-5.4%	2,208	5,617	13,788	133	21,747	12.4%	2.2%	31.8%	-59.2%	19.2%
The Economist	The Economist Newspaper Limited	2,749	1,793	1,900	-	6,442	2,553	1,343	1,282	121	5,299	7.7%	33.5%	48.2%	-100.0%	21.6%	2,366	1,882	2,025	69	6,342	-3.4%	2.5%	28.0%	45.2%	7.2%
The Family Handyman	Trusted Media Brands	5,136	1,737	3,049	74	9,996	4,648	1,778	2,915	222	9,563	10.5%	-2.3%	4.6%	-66.7%	4.5%	4,922	1,887	2,688	17	9,514	5.9%	20.0%	-7.9%	-94.9%	0.4%
The New Yorker	Condé Nast	5,503	2,611	7,752	1,106	16,972	4,445	4,157	11,411	516	20,529	23.8%	-37.2%	-32.1%	114.3%	-17.3%	5,134	3,437	9,297	1,259	19,127	17.3%	-7.7%	5.5%	137.7%	9.7%
This Old House	This Old House Ventures, LLC	6,030	941	1,747	450	9,168	5,712	1,268	2,445	463	9,888	5.6%	-25.8%	-28.5%	-2.8%	-7.3%	5,984	983	1,781	254	9,002	11.8%	-29.5%	-31.3%	44.4%	-5.4%
Time	Time Inc.	18,824	4,905	19,338	3,074	46,141	17,185	6,675	20,409	2,708	46,977	9.5%	-26.5%	-5.3%	13.5%	-1.8%	18,581	6,274	18,782	3,105	46,742	10.2%	-15.8%	1.1%	48.4%	3.9%
Town & Country	Hearst Magazines	3,201	485	1,365	658	5,709	3,244	291	911	-	4,445	-1.3%	67.0%	49.9%	+	28.4%	3,199	537	1,332	807	5,875	3.0%	16.2%	33.1%	+	28.6%
Traditional Home	Meredith Corporation	4,803	36	98	-	4,937	3,738	49	102	-	3,889	28.5%	-26.5%	-3.9%	-	26.9%	4,506	46	87	-	4,640	17.0%	8.1%	-10.1%	-	16.2%
Travel + Leisure	Time Inc.	6,774	1,646	4,437	156	13,013	6,215	1,384	3,557	84	11,240	9.0%	18.9%	24.7%	85.8%	15.8%	6,665	1,716	4,364	283	13,027	11.3%	41.3%	37.1%	1153.7%	25.2%
Us Weekly	American Media, Inc.	11,487	3,322	11,471	200	26,481	12,356	4,480	15,498	360	32,694	-7.0%	-25.8%	-26.0%	-44.4%	-19.0%	11,846	3,588	12,856	153	28,444	-4.5%	-30.2%	-23.5%	-66.7%	-18.3%
Vanity Fair	Condé Nast	8,051	2,418	8,097	2,464	21,030	8,086	2,457	6,793	1,189	18,525	-0.4%	-1.6%	19.2%	107.2%	13.5%	7,980	2,807	9,020	4,065	23,871	2.7%	-4.6%	40.8%	198.6%	29.2%
Veranda	Hearst Magazines	1,527	-	114	-	1,641	1,065	-	82	-	1,147	43.4%	-	39.8%	-	43.1%	1,356	37	109	-	1,503	21.2%	+	-20.2%	-	19.6%
Vogue	Condé Nast	11,929	1,291	3,656	1,897	18,773	11,800	1,440	2,942	1,453	17,635	1.1%	-10.3%	24.3%	30.6%	6.5%	11,775	1,559	3,603	1,987	18,923	1.8%	-11.3%	3.3%	67.2%	5.1%

		CURRENT MONTH - July 2017 (000)					YEAR AGO - July 2016 (000)					July 2017 vs. July 2016 (% change)					YTD AVERAGE - as of July 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
Magazine Brand	Publishing Company	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°
W	Condé Nast	759	258	1,098	465	2,580	743	206	570	270	1,789	2.2%	25.2%	92.6%	72.2%	44.2%	917	316	896	610	2,739	0.1%	57.3%	84.4%	74.9%	40.4%
WebMD Magazine	WebMD, LLC	11,769	12,429	34,503	904	59,605	10,900	13,095	32,878	12	56,885	8.0%	-5.1%	4.9%	7433.3%	4.8%	10,950	13,875	34,176	321	59,323	5.4%	-5.5%	1.7%	459.3%	1.0%
Wired	Condé Nast	3,492	2,858	6,196	3,731	16,277	2,667	3,362	7,838	1,487	15,354	30.9%	-15.0%	-20.9%	150.9%	6.0%	3,218	3,369	6,602	2,598	15,787	28.5%	-14.1%	-0.3%	100.2%	10.0%
Woman's Day	Hearst Magazines	15,990	727	2,276	5	18,998	16,643	861	2,735	56	20,295	-3.9%	-15.6%	-16.8%	-91.6%	-6.4%	16,299	834	2,736	106	19,975	-0.6%	-20.6%	7.4%	122.3%	-0.3%
Women's Health	Rodale Inc.	11,796	1,502	5,850	-	19,148	10,633	1,698	5,736	-	18,067	10.9%	-11.5%	2.0%	-	6.0%	11,536	1,689	6,154	-	19,379	12.4%	-7.8%	-1.3%	-	5.7%
Yoga Journal	Active Interest Media	1,899	233	336	-	2,468	1,966	135	258	-	2,359	-3.4%	72.6%	30.2%	-	4.6%	1,947	298	278	-	2,522	-3.2%	55.8%	124.1%	-	8.4%
Total (000)		949,445	194,411	562,209	75,818	1,781,883	915,526	226,999	574,832	49,899	1,767,256	3.7%	-14.4%	-2.2%	51.9%	0.8%	943,147	223,121	567,205	71,826	1,805,299	4.6%	-11.7%	-0.5%	42.3%	1.7%
Share by Platform (%)		53.3%	10.9%	31.6%	4.3%	100.0%	51.8%	12.8%	32.5%	2.8%	100.0%						52.2%	12.4%	31.4%	4.0%	100.0%					

* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.
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 Spring 2017 and Spring 2016, DoubleBase 2017 and DB 2016; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; July 2017 and July 2016; U.S.
- Mobile Web: comScore Mobile Metrix; July 2017 and July 2016; U.S.
- Video: comScore Video Metrix; July 2017 and July 2016; U.S.

Year to Date
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017, Fall 2016, Spring 2016, and Fall 2015, DoubleBase 2017, 2016, and DB 2015; GfK MRI Accessed Prototype; or Spring 2017, Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - July 2017 and January 2016 - July 2016; U.S.
- Mobile Web: comScore Mobile Metrix® January 2017 - July 2017 and January 2016 - July 2016; U.S.
- Video: comScore Video Metrix® January 2017 - July 2017 and January 2016 - July 2016; 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 editions only.
- 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 127 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.