

Magazine Brand	Publishing Company	CURRENT MONTH - June 2018 (000)					YEAR AGO - June 2017 (000)					June 2018 vs. June 2017 (% change)					YTD AVERAGE - as of June 2018 (000)					YTD 2018 vs. YTD 2017 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile	Video	Total 360°
AARP	AARP Media	38,878	3,223	6,220	-	48,321	38,717	3,567	3,033	39	45,356	0.4%	-9.6%	105.1%	-100.0%	6.5%	38,664	3,399	6,344	5	48,412	2.0%	-6.5%	102.1%	-79.1%	8.3%
AFAR	AFAR Media	783	124	396	-	1,303	568	81	220	-	869	37.9%	53.1%	80.0%	-	49.9%	731	86	313	-	1,130	33.1%	1.4%	23.9%	-	27.4%
Allrecipes	Meredith Corporation	7,999	7,981	29,129	1,036	46,144	7,833	10,514	27,281	1,102	46,731	2.1%	-24.1%	6.8%	-6.0%	-1.3%	7,870	8,875	28,794	1,098	46,637	-2.5%	-28.5%	-8.5%	-32.0%	-13.0%
Allure	Condé Nast	5,331	1,134	5,177	1,506	13,148	5,563	1,051	4,918	1,574	13,106	-4.2%	7.9%	5.3%	-4.3%	0.3%	5,542	1,325	4,814	2,077	13,759	-7.7%	21.6%	-4.5%	9.5%	-1.9%
Architectural Digest	Condé Nast	3,133	565	1,306	557	5,561	4,645	527	1,248	192	6,612	-32.6%	7.2%	4.6%	190.1%	-15.9%	3,742	636	1,366	548	6,291	-14.7%	41.2%	36.8%	118.1%	3.4%
Automobile	Motor Trend Group/ TEN Publishing	3,214	156	155	-	3,525	3,693	234	224	-	4,151	-13.0%	-33.3%	-30.8%	-	-15.1%	3,268	217	177	-	3,662	-4.9%	-23.3%	-16.2%	-	-6.8%
Backpacker	Active Interest Media	1,335	220	425	-	1,980	1,455	279	221	-	1,955	-8.2%	-21.1%	92.3%	-	1.3%	1,435	205	322	-	1,963	8.4%	-8.1%	56.0%	-	11.9%
Better Homes and Gardens	Meredith Corporation	33,016	2,163	6,741	85	42,005	37,864	4,330	5,190	452	47,835	-12.8%	-50.0%	29.9%	-81.2%	-12.2%	35,221	3,178	5,545	272	44,217	-5.5%	-35.8%	8.8%	-43.1%	-7.5%
Bicycling	Hearst Magazines	1,241	277	836	-	2,353	1,397	397	940	110	2,843	-11.2%	-30.2%	-11.1%	-100.0%	-17.2%	1,303	299	571	15	2,189	-16.0%	-20.0%	-31.5%	-15.5%	-21.2%
Birds & Blooms	Trusted Media Brands	5,299	137	326	-	5,762	5,297	177	296	-	5,770	0.0%	-22.6%	10.1%	-	-0.1%	5,084	156	322	-	5,562	-7.0%	-9.9%	-12.7%	-	-7.4%
Bon Appétit/Epicurious	Condé Nast	6,503	2,991	10,733	4,460	24,687	7,252	3,375	9,435	2,802	22,864	-10.3%	-11.4%	13.8%	59.2%	8.0%	6,562	3,292	10,004	4,125	23,983	-5.5%	-15.1%	-0.5%	100.6%	4.6%
Brides	Condé Nast	5,036	982	2,703	1,494	10,215	5,261	1,099	1,374	450	8,184	-4.3%	-10.6%	96.7%	232.0%	24.8%	5,303	915	2,140	1,232	9,590	5.3%	4.5%	49.2%	124.1%	21.5%
Car and Driver	Hearst Magazines	8,241	1,711	5,363	55	15,369	9,507	2,116	4,729	53	16,405	-13.3%	-19.1%	13.4%	2.9%	-6.3%	8,555	1,928	5,248	49	15,780	-9.7%	-16.5%	5.0%	-25.9%	-6.3%
Car Craft	Motor Trend Group/ TEN Publishing	2,325	36	39	6	2,406	2,139	41	53	6	2,239	8.7%	-12.2%	-26.4%	-	7.5%	2,256	43	41	6	2,347	3.8%	-7.0%	-20.8%	-2.0%	3.0%
Coastal Living	Meredith Corporation	4,173	234	1,161	-	5,568	4,986	216	720	-	5,921	-16.3%	8.6%	61.3%	-	-6.0%	4,472	229	915	-	5,617	0.1%	-7.4%	60.3%	-	6.3%
Condé Nast Traveler	Condé Nast	3,291	920	2,745	2,144	9,100	3,527	942	3,175	782	8,426	-6.7%	-2.3%	-13.5%	174.2%	8.0%	3,412	893	2,848	1,551	8,703	-0.4%	-6.6%	-11.4%	11.2%	-3.2%
Cooking Light	Meredith Corporation	8,785	738	2,394	115	12,032	9,839	823	1,737	-	12,399	-10.7%	-10.3%	37.8%	+	-3.0%	9,441	879	2,397	89	12,806	-8.6%	2.7%	17.6%	25.2%	-3.7%
Cosmopolitan	Hearst Magazines	14,847	2,333	16,204	1,813	35,198	16,631	2,167	11,879	298	30,975	-10.7%	7.7%	36.4%	508.9%	13.6%	15,721	2,468	15,185	1,344	34,717	-7.3%	-1.0%	28.1%	38.0%	7.5%
Country Living	Hearst Magazines	12,048	1,852	9,913	355	24,168	12,155	2,432	6,861	473	21,921	-0.9%	-23.8%	44.5%	-25.0%	10.3%	11,881	2,051	9,331	379	23,642	0.5%	-22.4%	8.2%	-61.2%	-1.7%
Departures	Meredith Corporation	6,496	-	286	-	6,782	6,436	23	70	-	6,529	0.9%	-100.0%	306.5%	-	3.9%	6,476	53	120	-	6,650	2.4%	4.6%	136.0%	-	3.5%
Diabetic Living	Meredith Corporation	6,662	115	272	-	7,050	6,153	129	288	-	6,571	8.3%	-10.8%	-5.5%	-	7.3%	6,662	117	301	-	7,080	8.3%	-5.2%	18.5%	-	8.4%
Discover	Kalmbach Media Media Publishing Co.	2,155	139	73	-	2,367	2,199	211	292	-	2,702	-2.0%	-34.1%	-75.0%	-	-12.4%	2,150	166	210	-	2,526	2.4%	-16.1%	-5.2%	-	0.3%
domino	Domino Media Group, Inc.	1,195	159	714	-	2,068	1,140	269	1,288	-	2,697	4.8%	-40.9%	-44.6%	-	-23.3%	1,195	205	713	-	2,113	4.8%	69.3%	3.1%	-	8.2%
EatingWell	Meredith Corporation	6,031	938	3,060	-	10,029	6,560	1,446	2,403	66	10,475	-8.1%	-35.1%	27.4%	-100.0%	-4.3%	6,546	1,258	2,760	28	10,591	5.1%	-23.8%	5.6%	-61.1%	0.3%
Elle	Hearst Magazines	4,645	1,410	8,989	751	15,794	4,662	1,519	5,928	335	12,444	-0.4%	-7.2%	51.6%	124.1%	26.9%	4,595	1,534	8,361	628	15,118	-11.7%	-21.7%	33.5%	-49.5%	3.1%
Elle Decor	Hearst Magazines	1,933	371	1,715	80	4,099	2,191	394	696	241	3,523	-11.8%	-6.0%	146.5%	-66.9%	16.4%	2,132	357	1,335	211	4,035	1.4%	1.3%	87.5%	-55.5%	10.8%
Entertainment Weekly	Meredith Corporation	8,713	2,000	11,315	1,053	23,081	10,168	3,066	11,767	1,721	26,723	-14.3%	-34.8%	-3.8%	-38.8%	-13.6%	9,144	3,283	13,599	1,603	27,629	-8.6%	-12.3%	4.9%	-21.6%	-3.9%
Entrepreneur	Entrepreneur Media	2,957	1,691	2,730	219	7,597	3,032	4,996	2,460	6,255	16,743	-2.5%	-66.2%	11.0%	-96.5%	-54.6%	3,085	2,394	2,824	5,774	14,076	1.1%	-29.5%	3.6%	301.3%	32.7%
ESPN The Magazine	ESPN, Inc.	16,672	17,325	42,402	11,768	88,167	18,519	19,347	44,902	9,749	92,517	-10.0%	-10.5%	-5.6%	20.7%	-4.7%	17,197	21,582	41,989	11,915	92,683	-6.7%	2.3%	-7.6%	22.6%	-2.1%
Esquire	Hearst Magazines	2,741	1,786	7,960	407	12,894	3,471	1,493	4,594	260	9,818	-21.0%	19.7%	73.3%	56.4%	31.3%	2,926	1,613	6,740	236	11,515	-13.1%	-13.5%	28.3%	-26.2%	6.6%
Family Circle	Meredith Corporation	11,834	23	170	-	12,027	14,566	403	167	-	15,135	-18.8%	-94.3%	1.8%	-	-20.5%	12,443	155	194	-	12,792	-18.9%	-50.1%	-6.4%	-	-19.4%
FamilyFun	Meredith Corporation	4,153	19	72	1	4,245	4,407	25	90	2	4,524	-5.8%	-24.0%	-20.0%	-46.7%	-6.2%	4,616	23	69	1	4,710	18.0%	-13.1%	-19.7%	-52.8%	17.0%
Fast Company	Mansueto Ventures	2,103	2,061	3,539	27	7,730	2,175	2,182	3,567	60	7,984	-3.3%	-5.5%	-0.8%	-55.0%	-3.2%	2,103	2,201	3,465	22	7,791	-3.3%	6.8%	-6.0%	4.7%	-1.9%

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Outdoor Life	Bonnier Corporation	6,058	600	736	84	7,478	5,908	310	700	-	6,918	2.5%	93.5%	5.1%	+	8.1%	6,348	462	958	29	7,796	6.7%	64.6%	33.2%	+	12.1%
Outside	Mariah Media	2,687	475	2,487	-	5,649	2,513	685	1,666	-	4,864	6.9%	-30.7%	49.3%	-	16.1%	2,767	563	1,790	-	5,120	17.0%	-16.3%	17.0%	-	12.1%
Parents	Meredith Corporation	10,305	1,152	5,202	78	16,737	12,193	1,691	6,854	141	20,879	-15.5%	-31.9%	-24.1%	-44.7%	-19.8%	11,342	1,265	4,741	118	17,467	-6.3%	-26.8%	-25.7%	-30.9%	-14.3%
People	Meredith Corporation	36,859	6,362	43,057	4,644	90,922	41,863	5,449	22,615	3,227	73,154	-12.0%	16.7%	90.4%	43.9%	24.3%	38,380	7,111	35,605	4,519	85,615	-9.2%	19.8%	38.3%	2.9%	9.3%
People en Español	Meredith Corporation	6,853	25	1,079	-	7,957	6,821	118	836	27	7,803	0.5%	-78.8%	29.0%	-100.0%	2.0%	6,929	73	941	9	7,951	-0.6%	-30.0%	7.8%	-72.8%	-0.4%
Petersen's Hunting	Outdoor Sportsman Group	4,360	2	24	-	4,386	4,361	4	21	-	4,386	0.0%	-50.0%	14.3%	-	0.0%	4,422	18	62	-	4,502	0.3%	11.7%	13.0%	-	0.5%
Playboy	Playboy Enterprises Inc.	3,451	78	86	69	3,684	3,389	350	2,161	89	5,989	1.8%	-77.7%	-96.0%	-22.5%	-38.5%	3,466	160	285	100	4,011	-3.2%	-70.7%	-88.6%	-49.8%	-41.3%
Popular Mechanics	Hearst Magazines	6,899	1,601	5,360	506	14,365	7,680	2,008	3,864	38	13,590	-10.2%	-20.3%	38.7%	1226.7%	5.7%	7,176	1,607	4,188	346	13,317	-2.5%	-22.2%	15.3%	407.0%	1.4%
Popular Science	Bonnier Corporation	8,197	1,116	3,197	49	12,559	9,072	1,068	1,572	25	11,737	-9.6%	4.5%	103.4%	96.0%	7.0%	8,586	1,341	2,994	77	12,997	6.4%	9.5%	86.1%	85.5%	18.8%
Prevention	Hearst Magazines	5,444	1,204	5,507	19	12,174	6,672	1,842	5,137	281	13,932	-18.4%	-34.7%	7.2%	-93.2%	-12.6%	6,161	1,475	5,752	401	13,789	-7.6%	-23.1%	11.6%	202.5%	-0.6%
Rachael Ray Every Day	Meredith Corporation	5,812	119	548	-	6,479	5,645	168	331	-	6,145	3.0%	-29.5%	65.3%	-	5.4%	5,899	127	456	-	6,481	-0.6%	-22.9%	27.6%	-	0.4%
Reader's Digest	Trusted Media Brands	18,300	2,085	5,652	154	26,191	18,653	2,047	3,806	118	24,624	-1.9%	1.9%	48.5%	30.5%	6.4%	18,032	2,296	5,746	82	26,155	-5.5%	9.6%	100.8%	187.7%	8.7%
Real Simple	Meredith Corporation	7,348	1,405	4,957	351	14,061	7,245	1,801	4,780	241	14,066	1.4%	-22.0%	3.7%	45.9%	0.0%	7,163	1,612	4,394	275	13,445	-2.8%	-26.6%	-19.8%	4.2%	-12.2%
Redbook	Hearst Magazines	4,876	358	3,045	121	8,400	5,443	493	1,695	111	7,742	-10.4%	-27.4%	79.6%	9.4%	8.5%	4,973	420	2,705	256	8,354	-9.4%	-40.5%	32.9%	-54.8%	-5.0%
Road & Track	Hearst Magazines	2,918	513	2,162	9	5,602	3,131	700	1,846	1	5,678	-6.8%	-26.7%	17.1%	547.9%	-1.3%	2,823	600	2,130	44	5,597	-4.6%	-21.6%	14.7%	2642.6%	0.3%
Runner's World	Hearst Magazines	2,240	635	2,398	-	5,273	2,374	909	3,587	184	7,054	-5.6%	-30.1%	-33.2%	-100.0%	-25.2%	2,227	795	2,478	230	5,730	-13.7%	-18.9%	-29.3%	194.0%	-19.8%
Saveur	Bonnier Corporation	621	1,155	1,543	111	3,430	763	402	789	27	1,981	-18.6%	187.3%	95.6%	311.1%	73.1%	623	811	1,671	76	3,180	-17.6%	78.0%	78.0%	307.1%	46.6%
Seventeen	Hearst Magazines	6,745	504	1,996	132	9,377	6,982	607	2,331	48	9,968	-3.4%	-17.0%	-14.4%	175.1%	-5.9%	7,037	560	1,775	217	9,589	-0.8%	-23.5%	-22.1%	158.8%	-5.9%
Shape	Meredith Corporation	4,521	2,174	5,531	74	12,300	5,675	2,671	4,595	120	13,061	-20.3%	-18.6%	20.4%	-38.3%	-5.8%	5,096	2,485	5,337	105	13,023	-12.4%	-21.2%	0.0%	-39.3%	-10.1%
Ski	Active Interest Media	1,116	5	-	-	1,121	1,331	12	-	-	1,343	-16.2%	-58.3%	-	-	-16.5%	1,295	7	-	-	1,302	-6.1%	-64.8%	#####	-	-9.7%
Smithsonian	Smithsonian Enterprises	7,283	1,114	2,806	-	11,203	7,598	1,021	3,403	134	12,156	-4.1%	9.1%	-17.5%	-100.0%	-7.8%	7,453	1,715	4,025	21	13,214	1.2%	18.8%	3.5%	-88.1%	2.6%
Southern Living	Meredith Corporation	15,462	1,334	5,106	158	22,060	17,007	1,672	3,456	149	22,284	-9.1%	-20.2%	47.7%	6.4%	-1.0%	15,775	1,471	4,702	252	22,200	-2.9%	-10.4%	25.7%	33.3%	1.8%
Sports Illustrated	Meredith Corporation	17,306	2,807	10,745	1,724	32,582	17,961	2,666	9,398	2,044	32,068	-3.6%	5.3%	14.3%	-15.7%	1.6%	17,531	3,640	11,864	1,998	35,033	-4.7%	8.9%	21.3%	-7.4%	4.1%
Star	American Media, Inc.	5,125	72	67	-	5,264	6,315	21	239	-	6,575	-18.8%	235.8%	-71.9%	-	-19.9%	5,349	46	93	-	5,489	-16.0%	44.7%	-55.2%	-	-16.9%
Street Rodder	Motor Trend Group/ TEN Publishing	2,199	83	88	13	2,383	2,442	94	121	13	2,670	-10.0%	-11.7%	-27.3%	-	-10.7%	2,214	97	93	15	2,420	-8.8%	-7.0%	-21.3%	-0.8%	-9.2%
Taste of Home	Trusted Media Brands	12,836	3,032	9,642	403	25,913	12,609	3,077	5,827	254	21,767	1.8%	-1.5%	65.5%	58.7%	19.0%	12,798	3,506	10,324	168	26,796	-2.1%	1.3%	48.9%	55.6%	13.7%
The Atlantic	Atlantic Media	2,234	4,554	11,203	19	18,010	2,287	4,905	12,045	161	19,398	-2.3%	-7.2%	-7.0%	-88.2%	-7.2%	2,285	5,876	12,072	83	20,317	4.1%	0.8%	-14.1%	-29.1%	-8.5%
The Economist	The Economist Group	2,601	1,043	1,219	-	4,863	2,650	1,841	1,738	10	6,239	-1.8%	-43.3%	-29.9%	-100.0%	-22.1%	2,571	1,502	1,545	1	5,619	-3.1%	-20.8%	-24.5%	-99.0%	-15.8%
The Family Handyman	Trusted Media Brands	4,940	1,485	4,161	121	10,707	4,879	2,216	3,085	45	10,225	1.3%	-33.0%	34.9%	168.9%	4.7%	4,912	1,562	3,627	70	10,171	1.4%	-18.3%	38.1%	568.3%	8.3%
The New Yorker	Condé Nast	4,695	2,771	8,997	2,452	18,915	5,503	2,495	6,875	424	15,297	-14.7%	11.1%	30.9%	478.3%	23.7%	5,116	3,435	8,616	2,286	19,454	0.9%	-3.9%	-9.8%	78.1%	-0.2%
This Old House	This Old House Ventures, LLC	7,066	959	2,509	465	10,999	6,030	947	1,740	646	9,363	17.2%	1.3%	44.2%	-28.0%	17.5%	6,896	1,004	2,132	524	10,556	15.4%	1.4%	19.3%	77.3%	16.7%
Time	Meredith Corporation	17,967	6,100	20,364	3,444	47,876	18,824	5,533	16,897	2,686	43,939	-4.6%	10.3%	20.5%	28.3%	9.0%	18,214	7,956	21,801	4,144	52,114	-1.8%	22.4%	16.6%	21.4%	10.5%
Town & Country	Hearst Magazines	3,308	1,013	6,117	247	10,685	3,201	369	1,132	420	5,123	3.3%	174.3%	440.2%	-41.2%	108.6%	3,339	1,184	5,397	376	10,296	4.4%	116.8%	306.9%	-54.8%	74.4%
Traditional Home	Meredith Corporation	3,810	-	101	-	3,911	4,803	25	88	-	4,916	-20.7%	-100.0%	14.8%	-	-20.4%	4,163	49	84	-	4,295	-6.6%	3.7%	-2.4%	-	-6.4%
Travel + Leisure	Meredith Corporation	6,594	1,504	5,019	284	13,400	6,774	1,632	4,232	179	12,817	-2.7%	-7.8%	18.6%	58.4%	4.6%	6,812	1,682	4,576	242	13,312	2.5%	-2.7%	5.2%	-20.0%	2.2%
Us Weekly	American Media, Inc.	10,008	1,989	15,076	226	27,298	11,487	3,596	12,007	234	27,324	-12.9%	-44.7%	25.6%	-3.4%	-0.1%	10,448	2,446	16,238	119	29,251	-12.2%	-32.7%	24.1%	-17.8%	1.7%

Magazine Brand	Publishing Company	CURRENT MONTH - June 2018 (000)					YEAR AGO - June 2017 (000)					June 2018 vs. June 2017 (% change)					YTD AVERAGE - as of June 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°
Vanity Fair	Condé Nast	7,509	1,915	7,259	4,660	21,343	8,051	2,408	7,201	2,733	20,393	-6.7%	-20.5%	0.8%	70.5%	4.7%	7,818	2,659	8,497	5,544	24,518	-1.9%	-7.4%	-7.4%	28.0%	0.7%
Veranda	Hearst Magazines	1,066	-	57	-	1,123	1,527	-	71	-	1,598	-30.2%	-	-19.1%	-	-29.7%	1,223	20	89	5	1,336	-7.9%	-62.8%	-18.3%	+	-10.3%
Vogue	Condé Nast	10,812	1,289	3,684	4,554	20,339	11,929	1,231	3,222	1,270	17,652	-9.4%	4.7%	14.3%	258.6%	15.2%	11,119	1,483	4,377	4,058	21,038	-5.4%	-7.5%	21.8%	102.8%	11.0%
W	Condé Nast	1,010	350	1,140	889	3,389	1,066	346	1,192	483	3,087	-5.3%	1.1%	-4.4%	84.1%	9.8%	932	472	1,456	911	3,771	-2.9%	45.0%	69.0%	43.7%	35.6%
WebMD Magazine	WebMD, LLC	9,921	10,554	35,444	43	55,962	11,769	12,769	33,373	1,191	59,102	-15.7%	-17.3%	6.2%	-96.4%	-5.3%	11,382	12,285	36,233	32	59,932	-2.2%	-13.0%	6.2%	-85.7%	-0.3%
Wired	Condé Nast	3,138	2,838	5,960	2,941	14,877	3,492	3,284	7,675	2,795	17,246	-10.1%	-13.6%	-22.3%	5.2%	-13.7%	3,461	3,443	6,443	3,653	17,000	9.1%	-0.3%	-3.4%	51.6%	8.2%
Woman's Day	Hearst Magazines	15,020	550	1,778	48	17,396	15,990	654	1,952	4	18,601	-6.1%	-15.9%	-8.9%	1048.5%	-6.5%	15,342	586	1,794	57	17,779	-6.2%	-31.2%	-36.2%	-53.4%	-11.7%
Women's Health	Hearst Magazines	11,350	1,348	8,418	34	21,150	11,796	1,666	6,322	394	20,179	-3.8%	-19.1%	33.2%	-91.3%	4.8%	11,750	1,350	6,392	340	19,832	2.2%	-21.5%	3.0%	57.6%	1.0%
Yoga Journal	Active Interest Media	1,997	212	477	-	2,686	1,899	224	354	-	2,477	5.2%	-5.4%	34.7%	-	8.4%	1,915	246	511	-	2,672	-2.0%	-20.2%	90.8%	-	5.6%
Total (000)		835,748	162,471	597,718	70,811	1,666,748	897,235	185,282	474,220	61,427	1,618,164	-6.9%	-12.3%	26.0%	15.3%	3.0%	861,095	189,605	568,061	79,714	1,698,474	-3.4%	-7.4%	11.5%	19.9%	1.6%
Share by Platform (%)		50.1%	9.7%	35.9%	4.2%	100.0%	55.4%	11.5%	29.3%	3.8%	100.0%						50.7%	11.2%	33.4%	4.7%	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 Spring 2018 and Fall 2017, DoubleBase 2018 and 2017; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Spring 2018 and Spring 2017 (all data for Ipsos Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; June 2018 and June 2017; U.S.
- Mobile Web: comScore Mobile Metrix; June 2018 and June 2017; U.S.
- Video: comScore Video Metrix; June 2018 and June 2017; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2018, Spring 2017, Fall 2017 and Fall 2016, DoubleBase 2018, 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 and Spring 2018 and 2017 (all data for Ipsos Fall 2016 and Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; January 2018-June 2018 and January 2017-June 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-June 2018 and January 2017-June 2017; U.S.
- Video: comScore Video Metrix; January 2018-June 2018 and January 2017-June 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 114 magazine media brands from 26 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.