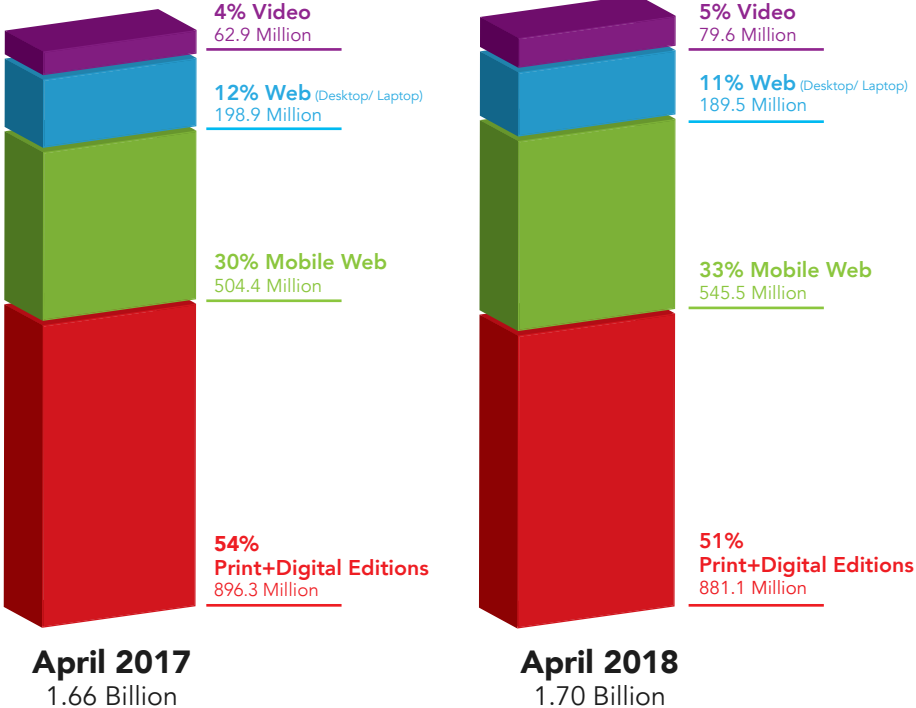


MAGAZINE MEDIA 360°

Audience Mix

April 2018



Audience Growth 2.5%

Sources: **Print+Digital Editions**—GfK MRI Survey of the American Consumer®, GfK MRI Accessed Prototype, OR Ipsos Affluent Survey USA. **Web (Desktop/Laptop)**—comScore Media Metrix®. **Mobile Web**—comScore Mobile Metrix. **Video**—comScore Video Metrix.