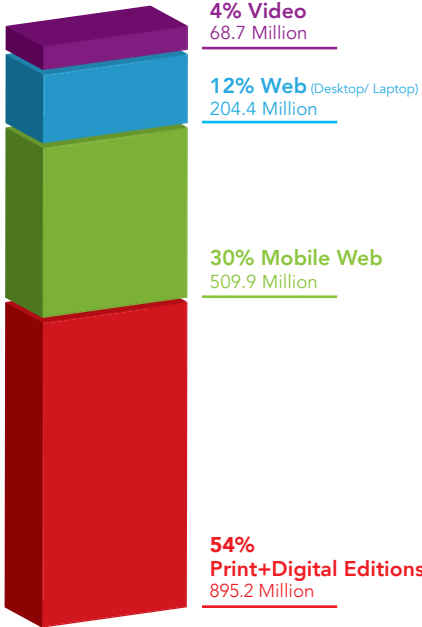


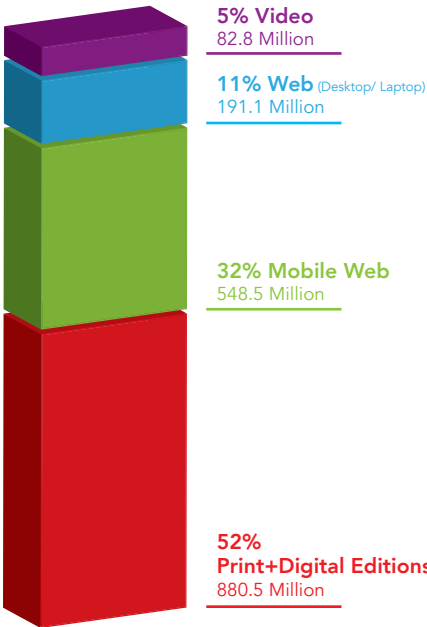
MAGAZINE MEDIA 360°

Audience Mix

February 2018



February 2017
1.68 Billion



February 2018
1.70 Billion

Audience Growth 1.5%

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.