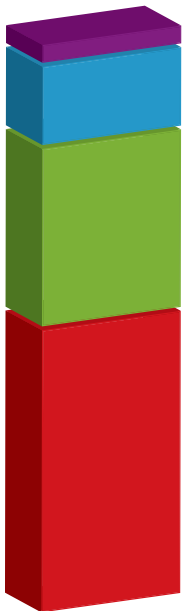


MAGAZINE MEDIA 360°

Audience Mix

Full Year 2016 vs. 2017



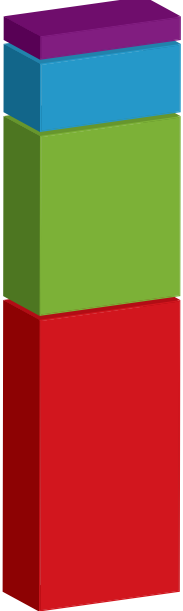
3% Video
56.2 Million

14% Web (Desktop/ Laptop)
249.1 Million

32% Mobile Web
578.5 Million

51% Print+Digital Editions
902.5 Million

Full Year 2016
1.79 Billion



4% Video
76.4 Million

12% Web (Desktop/ Laptop)
222.6 Million

32% Mobile Web
579.9 Million

52% Print+Digital Editions
932.7 Million

Full Year 2017
1.81 Billion

Audience Growth 1.4%

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 Matrix®. **Mobile Web**—comScore Mobile Matrix. **Video**—comScore Video Matrix.