


MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – Full Year 2017




MAGAZINE BRAND	AUDIENCE
1 People	41,604
2 AARP	38,285
3 Better Homes and Gardens	37,303
4 National Geographic	31,782
5 Good Housekeeping	19,666
6 Reader's Digest	19,037
7 Time	18,601
8 Sports Illustrated	18,121
9 ESPN The Magazine	17,371
10 Cosmopolitan	16,720



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	22,707
2 Forbes	16,840
3 WebMD Magazine	13,323
4 Allrecipes	11,866
5 Time	6,472
6 People	6,280
7 The Atlantic	5,802
8 New York Magazine	5,153
9 Better Homes and Gardens	4,670
10 Entertainment Weekly	3,953



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	50,878
2 Forbes	38,847
3 WebMD Magazine	34,552
4 Allrecipes	32,851
5 People	27,772
6 Time	19,412
7 New York Magazine	16,750
8 Entertainment Weekly	13,901
9 The Atlantic	13,882
10 Us Weekly	13,688




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	11,289
2 Forbes	5,091
3 Entrepreneur	4,886
4 Vanity Fair	4,074
5 People	4,027
6 Time	3,294
7 Wired	2,927
8 GQ	2,815
9 Bon Appétit/Epicurious	2,756
10 Sports Illustrated	2,447




Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	102,245
2 People	79,683
3 Forbes	68,231
4 WebMD Magazine	59,472
5 Allrecipes	54,087
6 Time	47,779
7 Better Homes and Gardens	47,484
8 AARP	46,343
9 National Geographic	40,879
10 Sports Illustrated	36,249


Top 10 Magazine Brands — Average Monthly Audience % Growth – Full Year 2017 vs. 2016




MAGAZINE BRAND	AUDIENCE
1 Wired	28%
2 Popular Science	25%
3 Veranda	24%
4 In-Fisherman	20%
5 4 Wheel & Off Road	18%
6 The New Yorker	18%
7 Coastal Living	17%
8 Traditional Home	17%
9 National Geographic Traveler	17%
10 Entrepreneur	16%




MAGAZINE BRAND	UNIQUE VISITORS
1 Family Circle	179%
2 Dirt Rider	88%
3 domino	47%
4 EatingWell	39%
5 Popular Science	38%
6 Yoga Journal	38%
7 Backpacker	35%
8 Motorcyclist	30%
9 Cycle World	26%
10 Motor Trend	24%



MAGAZINE BRAND	UNIQUE VISITORS
1 Yoga Journal	154%
2 Soap Opera Digest	96%
3 Town & Country	75%
4 Backpacker	69%
5 Smithsonian	40%
6 Dirt Rider	40%
7 Money	39%
8 Golf Digest	38%
9 Motor Trend	37%
10 The Economist	33%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Entrepreneur	1,516%
2 Condé Nast Traveler	650%
3 Elle Decor	548%
4 WebMD Magazine	372%
5 Travel + Leisure	315%
6 Prevention	289%
7 Food & Wine	287%
8 InStyle	274%
9 Country Living	260%
10 Brides	254%



Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Entrepreneur	39%
2 Town & Country	34%
3 Popular Science	25%
4 W	24%
5 Veranda	22%
6 Elle Decor	21%
7 Condé Nast Traveler	20%
8 Backpacker	20%
9 Architectural Digest	18%
10 Allure	17%

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.