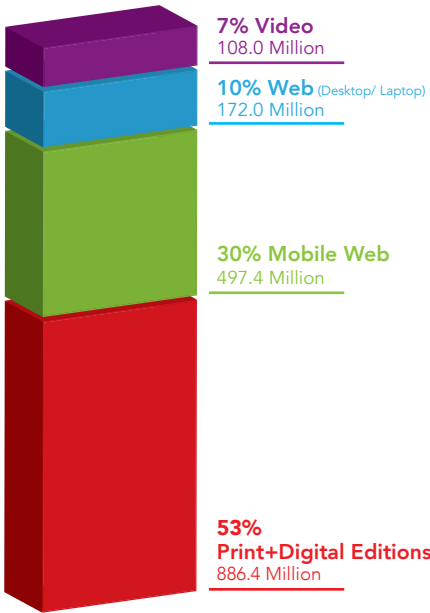


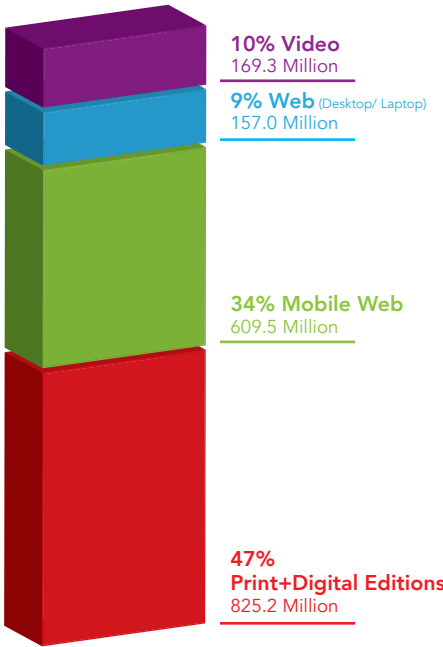
MAGAZINE MEDIA 360°

Audience Mix

July 2018



July 2017
1.66 Billion



July 2018
1.76 Billion

Audience Growth 5.8%

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.