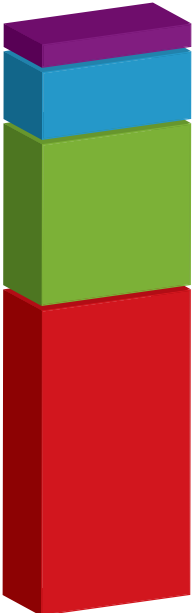


MAGAZINE MEDIA 360°

Audience Mix

June 2018



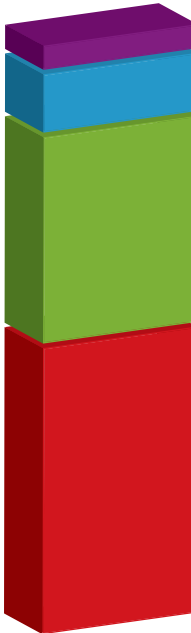
June 2017
1.62 Billion

4% Video
61.4 Million

12% Web (Desktop/ Laptop)
185.3 Million

29% Mobile Web
474.2 Million

55% Print+Digital Editions
897.2 Million



June 2018
1.67 Billion

4% Video
70.8 Million

10% Web (Desktop/ Laptop)
162.5 Million

36% Mobile Web
597.7 Million

50% Print+Digital Editions
835.7 Million

Audience Growth 3.0%

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.