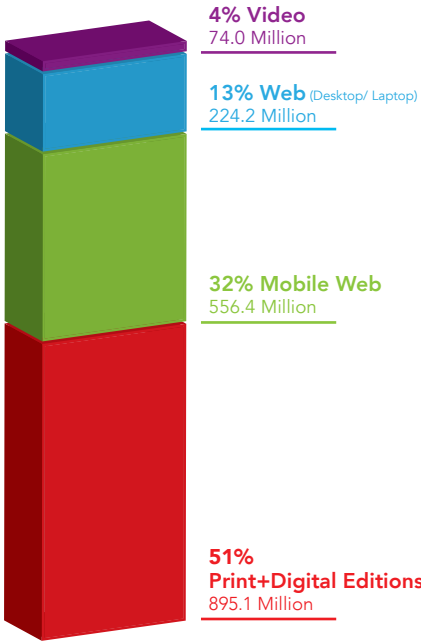


MAGAZINE MEDIA 360°

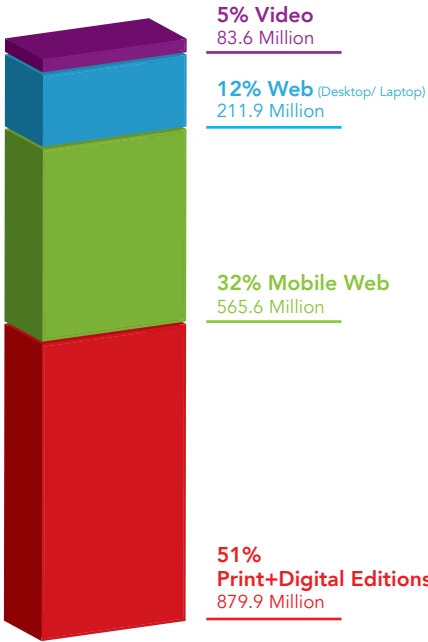
Audience Mix



January 2018



January 2017
1.75 Billion



January 2018
1.74 Billion

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.