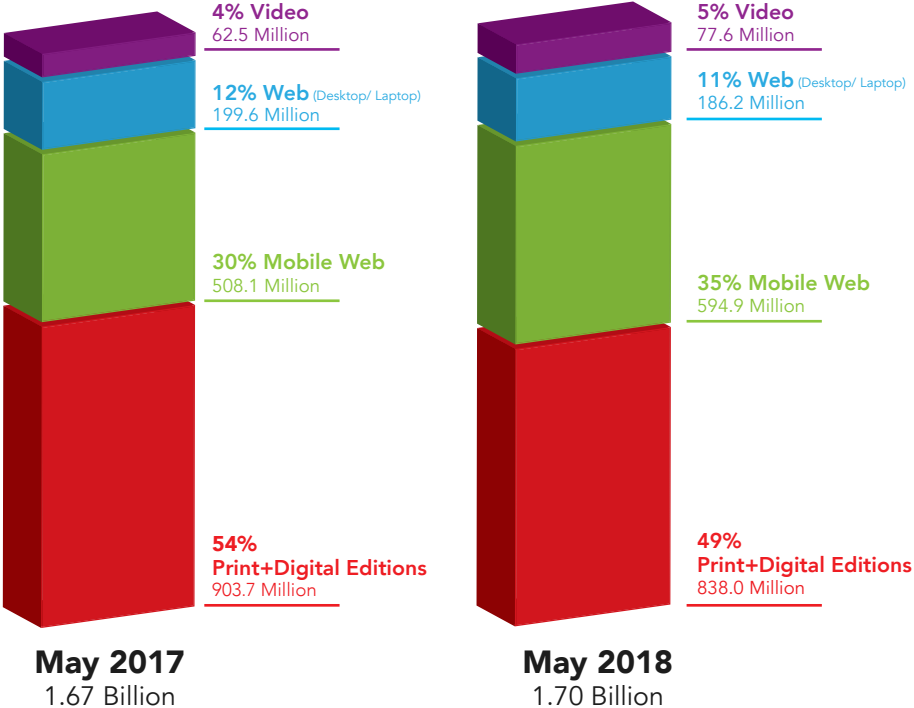


# MAGAZINE MEDIA 360°

Audience Mix

May 2018



## 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 Metrix®. Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.