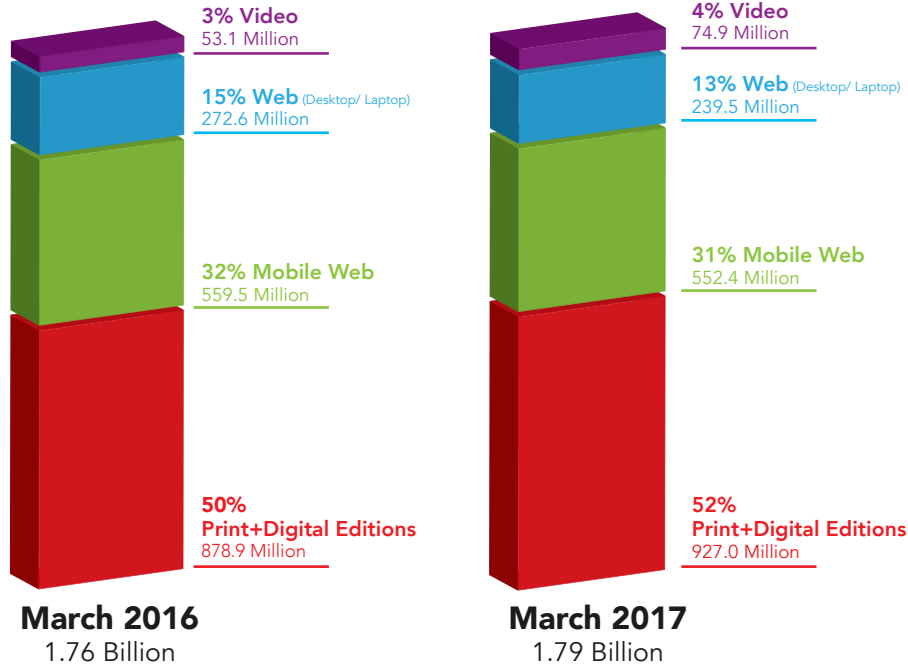


MAGAZINE MEDIA 360°

Audience Mix

March 2017



Audience Growth +1.7%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA; **Web (Desktop/Laptop):** comScore Media Metrix®, March 2017 and March 2016; U.S.; **Mobile Web:** comScore Mobile Metrix; March 2017 and March 2016; U.S.; **Video:** comScore Video Metrix; March 2017 and March 2016; U.S.