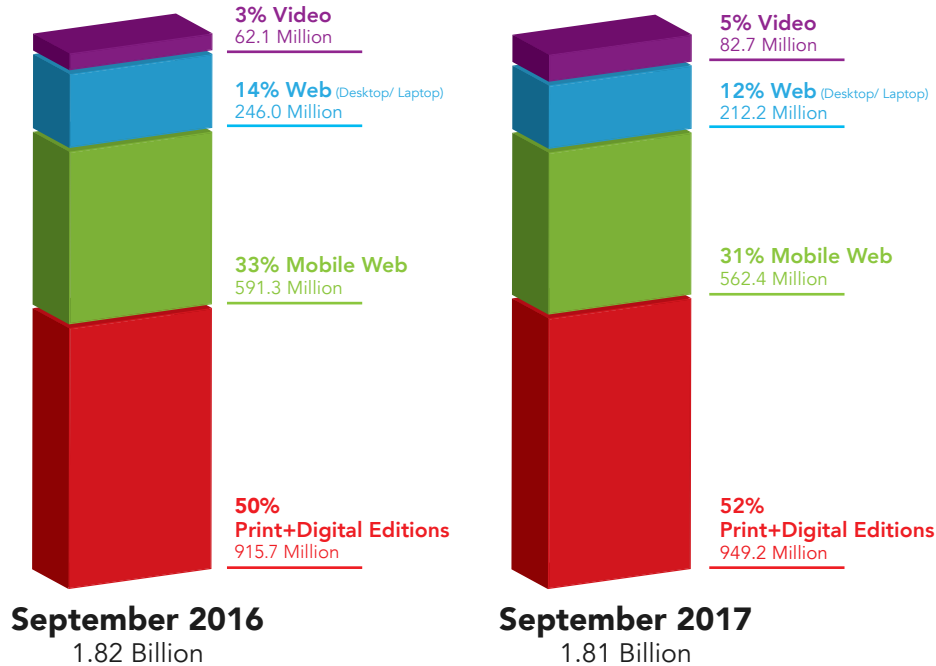


MAGAZINE MEDIA 360°

Audience Mix

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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.