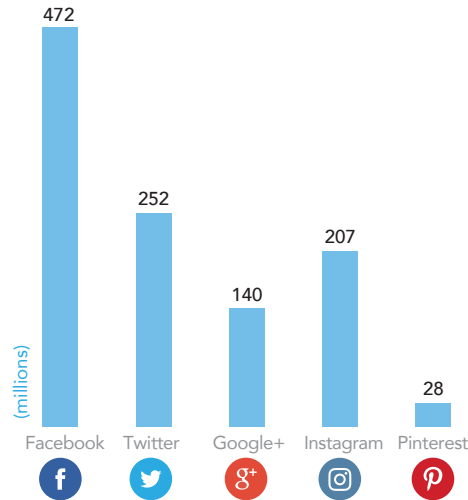




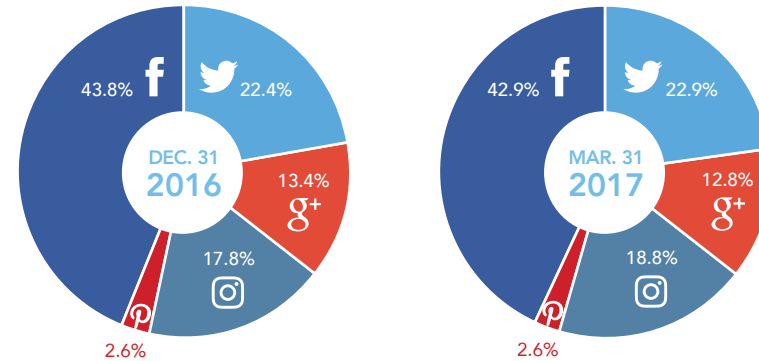
## Total Magazine Media Industry Likes/Followers by Social Network

(as of March 31, 2017)



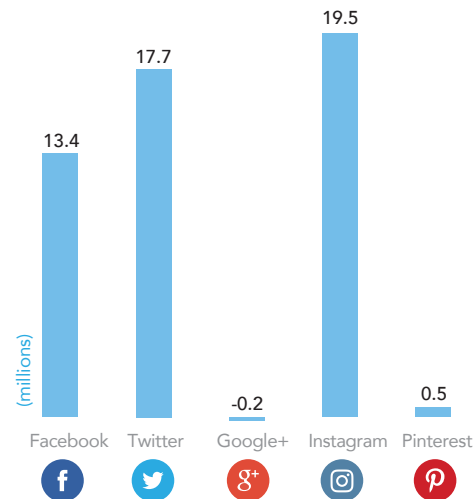
## Social Network Share of Total Magazine Media Industry Likes/Followers

(First Quarter 2017 vs Fourth Quarter 2016)



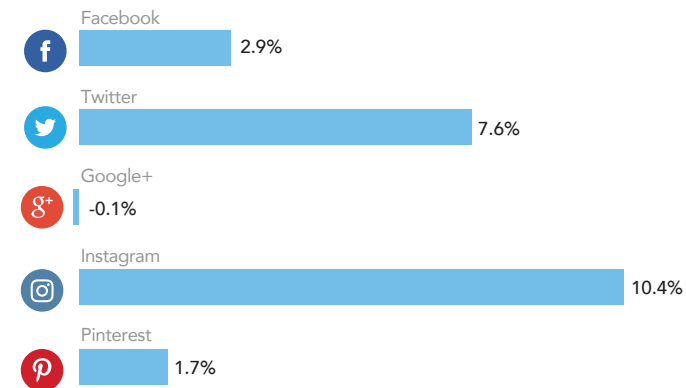
## Growth in Number of Magazine Media Industry Likes/Followers by Social Network

(First Quarter 2017 vs Fourth Quarter 2016)



## % Growth in Number of Magazine Media Industry Likes/Followers by Social Network

(First Quarter 2017 vs Fourth Quarter 2016)



DATA PROVIDED BY SOCIALFLOW

**Growth in number or % of page likes/followers:** The absolute or % difference between total number of page likes/followers on March 31, 2017 and total number of page likes/followers on December 31, 2016 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from approximately 200 magazine media brands from 37 companies. **Facebook Page Likes, Twitter Followers, Google+ Followers, Instagram Followers, Pinterest Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Google+, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).



## Top 25 Magazine Brands—Likes/Followers

(as of March 31, 2017)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 Natl. Geographic Mag	105,618,729
2 ESPN The Magazine	63,836,311
3 National Geographic	61,483,495
4 Vogue	41,121,352
5 The Economist	39,110,362
6 Time	38,149,372
7 Natl. Geo Traveler	25,175,592
8 Forbes	23,642,625
9 Playboy	23,620,669
10 People	18,818,329
11 Elle	18,415,611
12 Women's Health	14,935,252
13 Wired	14,681,076
14 Men's Health	14,574,085
15 Entertainment Weekly	14,527,499
16 Cosmopolitan	14,268,226
17 The New Yorker	13,576,737
18 Discover	13,384,011
19 Vanity Fair	13,171,011
20 Harper's Bazaar	12,991,788
21 Glamour	12,415,726
22 Popular Science	12,083,455
23 Food & Wine	11,887,833
24 InStyle	11,825,958
25 Teen Vogue	11,790,677

## Top 10 Magazine Brands—Likes/Followers by Social Network

(as of March 31, 2017)

MAGAZINE BRAND	FACEBOOK PAGE LIKES
1 Natl. Geographic	43,957,423
2 Natl. Geographic Mag	21,604,647
3 ESPN The Magazine	16,489,804
4 Playboy	16,385,221
5 Time	12,077,670
6 Cosmopolitan	8,755,539
7 Men's Health	8,597,449
8 Vogue	8,442,131
9 Women's Health	8,157,128
10 The Economist	7,908,797

MAGAZINE BRAND	TWITTER FOLLOWERS
1 ESPN The Magazine	30,977,810
2 The Economist	19,759,400
3 Natl. Geographic	16,560,751
4 Time	13,531,987
5 Vogue	12,639,976
6 Forbes	12,305,843
7 Wired	8,494,010
8 People	7,672,051
9 The New Yorker	7,559,885
10 Elle	6,417,971

MAGAZINE BRAND	GOOGLE+ FOLLOWERS
1 The Economist	10,509,709
2 Natl. Geographic Mag	9,497,467
3 ESPN The Magazine	8,854,334
4 Time	8,681,373
5 Discover	7,997,465
6 Popular Science	7,429,470
7 Forbes	5,183,193
8 Elle	4,275,929
9 Vogue	4,198,564
10 Glamour	4,055,133

MAGAZINE BRAND	INSTAGRAM FOLLOWERS
1 Natl. Geographic Mag	74,262,623
2 Natl. Geo Traveler	16,390,702
3 Vogue	15,201,026
4 ESPN The Magazine	7,475,516
5 Playboy	5,924,258
6 Time	3,756,527
7 GQ	3,545,084
8 Super Street	3,138,236
9 People	2,988,065
10 Harper's Bazaar	2,845,173

MAGAZINE BRAND	PINTEREST FOLLOWERS
1 Harper's Bazaar	4,555,765
2 Betr. Homes & Gardens	1,593,166
3 Ski	1,567,045
4 HGTV Magazine	1,162,917
5 National Geographic	965,321
6 Smithsonian	929,318
7 Martha Stewart Living	890,105
8 Real Simple	742,596
9 This Old House	662,965
10 Vogue	639,655

## Top 10 Magazine Brands—% Growth by Social Network

(First Quarter 2017 vs Fourth Quarter 2016)

MAGAZINE BRAND	FACEBOOK PAGE LIKES
1 Redbook	29%
2 Allure	25%
3 Fast Company	18%
4 Town & Country	18%
5 Condé Nast Traveler	16%
6 Sierra Magazine	15%
7 Successful Farming	15%
8 GQ	14%
9 Marie Claire	12%
10 Forbes	12%

MAGAZINE BRAND	TWITTER FOLLOWERS
1 Fit Pregnancy and Baby	155%
2 Southern Living	78%
3 Yoga Journal	45%
4 Architectural Digest	34%
5 Country Living	33%
6 Town & Country	30%
7 Road & Track	28%
8 Natl. Geographic Traveler	28%
9 Car and Driver	27%
10 Scientific American	24%

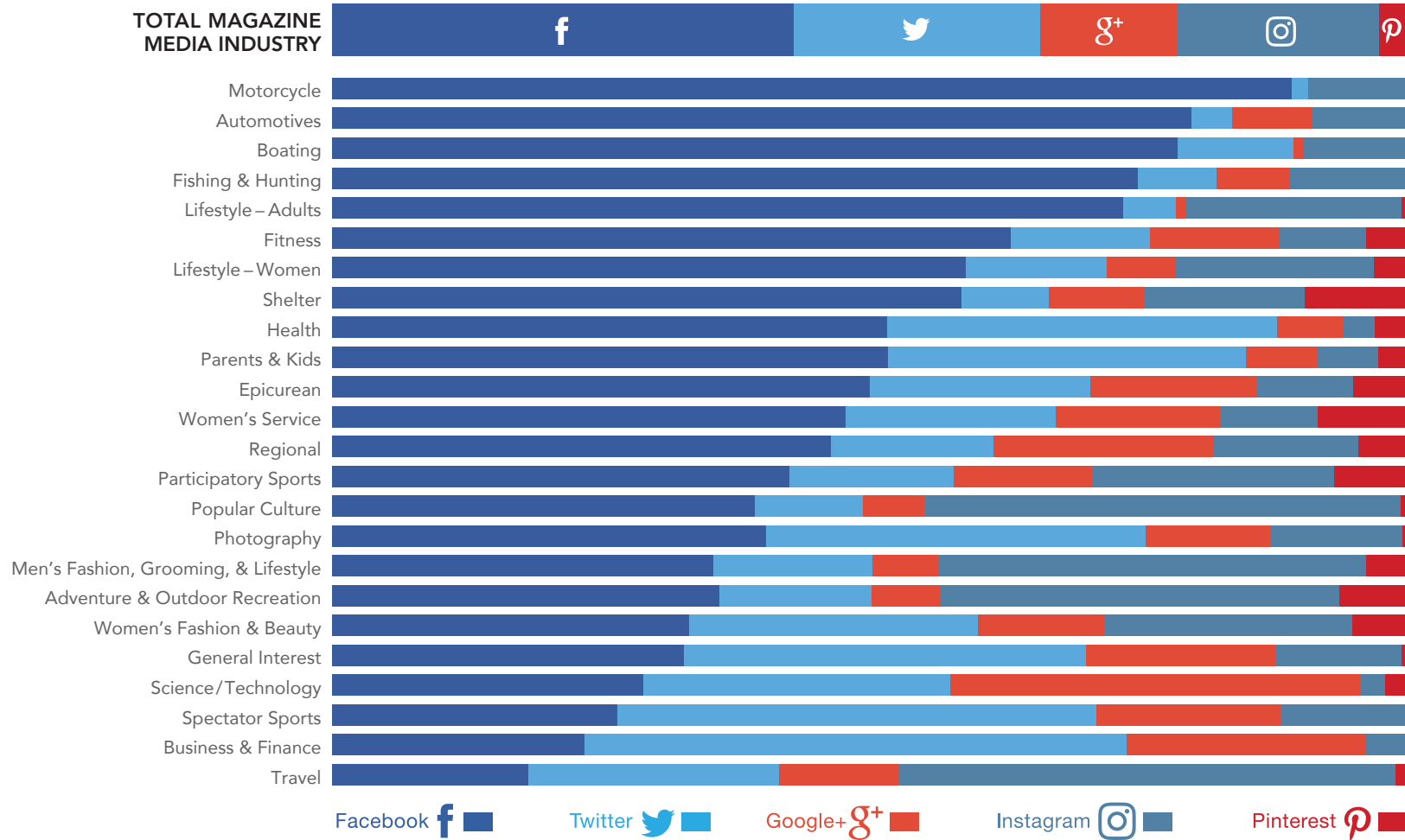
MAGAZINE BRAND	GOOGLE+ FOLLOWERS
1 Reader's Digest	9%
2 Playboy	8%
3 Road & Track	5%
4 Sailing World	4%
5 Muscle & Fitness	4%
6 Wood	4%
7 Money	4%
8 Vegetarian Times	3%
9 Boating	3%
10 Scuba Diving	3%

MAGAZINE BRAND	INSTAGRAM FOLLOWERS
1 Shutterbug	136%
2 StyleWatch	102%
3 The Atlantic	53%
4 Scientific American	35%
5 Guns & Ammo	34%
6 Fortune	34%
7 Circle Track	28%
8 Yachting	25%
9 Forbes	24%
10 Men's Fitness	23%

MAGAZINE BRAND	PINTEREST FOLLOWERS
1 Victoria	32%
2 Money	15%
3 Domino	13%
4 Organic Life	11%
5 The Atlantic	10%
6 Sport Fishing	10%
7 Vogue	8%
8 MyWedding	8%
9 Town & Country	7%
10 Fortune	7%



% Share by Network by Editorial Calendar, March 31, 2017



DATA PROVIDED BY SOCIALFLOW

Magazine Media Industry: Data shown is collected from almost 200 magazine media brands from 37 companies. Facebook Page Likes, Twitter Followers, Google+ Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Google+, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

# Easy Ways To Strengthen Your Social Presence

THESE 3 STRATEGIES, BACKED BY DATA, WILL HELP MEDIA COMPANIES' SOCIAL EFFORTS BE MORE EFFICIENT AND ENGAGING

Recently, SocialFlow released the 2016 Benchmark Report. The team analyzed a subset of more than 40 million posts from SocialFlow clients, which reached more than 600 million unique users and generated more than 1 trillion social impressions. The full report, available on the "Resources" section of [socialflow.com](http://socialflow.com), lays out the analysis, the findings, and recommendations based on the findings. Here are some key takeaways and simple steps you can take to be more efficient and effective with your social efforts in 2017.

## 1. REBOOT SOCIAL MONETIZATION STRATEGIES

Traditionally, media companies have monetized social via referral traffic back to their website(s). But given the limited range of control publishers yield to influence that traffic, referral traffic should not be the only metric of social success.

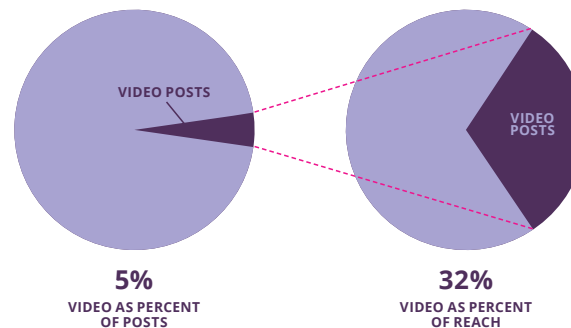
Instead, publishers should focus on new revenue generation opportunities and the many ways publishers can monetize their historical and ongoing relationships with their audience and with brands.

**TAKEAWAY:** *Investigate new ways to monetize your social content. We see many brands having success with an approach that blends native solutions with sponsored social content. Both methods give advertisers the opportunity to be associated with high-quality content, but within the social feed where audiences are truly engaged.*

## 2. VIDEO RECEIVES OUTSIZED REACH

Video has become increasingly important to the social networks, creating an opportunity for publishers who have been working to scale their expertise in creating high-quality social video content. This is important because video can unlock new advertising dollars that have previously been allocated outside of social channels.

- The number of Video Posts is rising. In the last year, there was a jump of 164% of video content published to social networks.
- On Facebook, Video Posts provide 6.4x the Reach of other Posts. Video Posts made up 5% of Total Posts but represented 32% of the Reach.

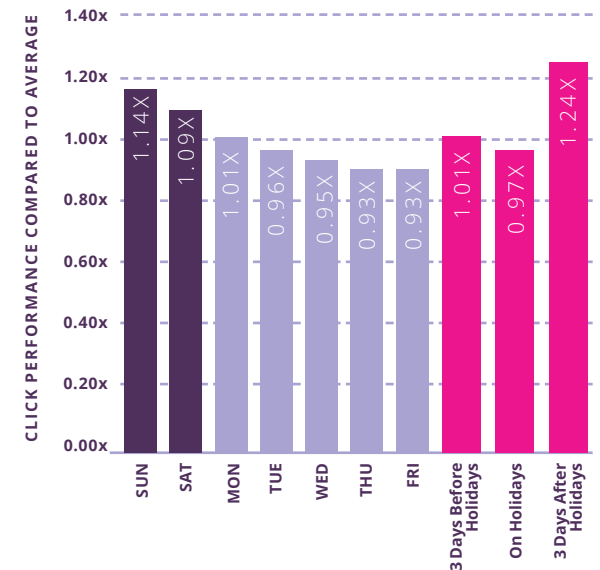


- On Facebook and Twitter, Video Posts provide 8.8x engagement as compared to video volume. Video posts made up just 2.3% of total posts but represented 20% of the Likes, Comments, Shares, Favorites and Retweets.

**TAKEAWAY:** *Video outperforms other post types. Make more!*

## 3. WEEKEND PUBLISHING IS AN EASY WIN

Contrary to what you may think- content posted over the weekend is not wasted. Actually, content posted on both weekends and around holidays performs exceptionally well. Because most publishers don't staff their social teams seven days a week, many publishers focus their social content Monday through Friday. This leads to less overall social content in a user's feed on these "non-peak" times and gives the content that is posted in these periods more attention.



**TAKEAWAY:** *If you don't already, you should be testing weekend posts. Use optimized or scheduled posting so you don't have to staff your social team over the weekend.*

For more information on any of these topics, you can find the full report, "Data Continues to Drive Social Performance," in the "Resources" section of [socialflow.com](http://socialflow.com).