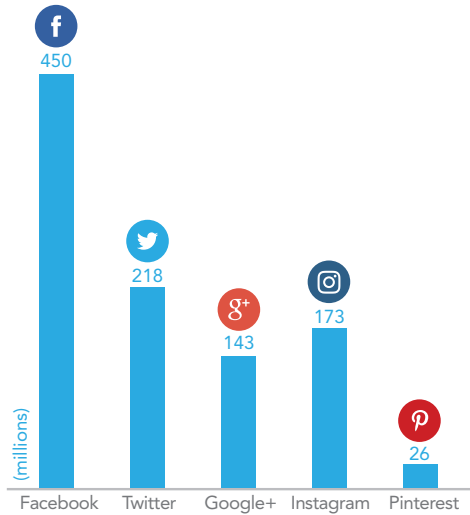
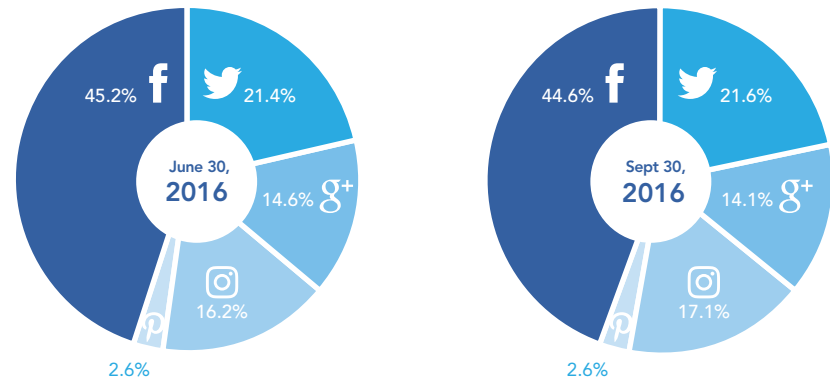




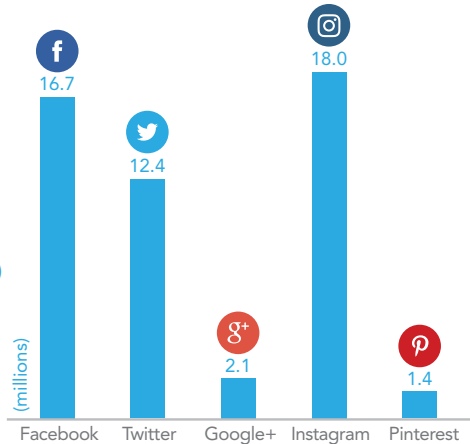
Total Magazine Media Industry Likes/Followers by Social Network
(as of September 30, 2016)



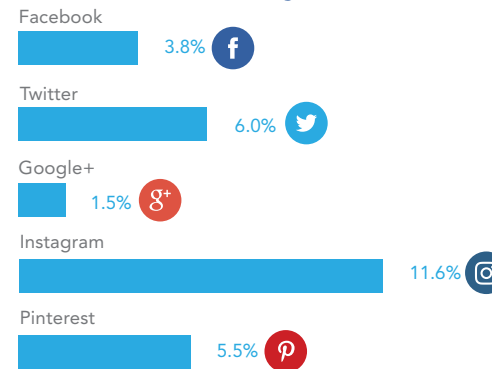
Social Network Share of Total Magazine Media Industry Likes/Followers



Growth in Number of Magazine Media Industry Likes/Followers by Social Network
(Third vs Second Quarter 2016)



% Growth in Number of Magazine Media Industry Likes/Followers by Social Network (Third vs Second Quarter 2016)



Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on September 30, 2016 and total number of page likes/followers on June 30, 2016 for brands that were measured in both periods.
Magazine Media Industry: Data shown are collected from 200 magazine media brands from 36 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 September 30, 2016)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 Natl. Geographic Mag	91,866,230
2 ESPN The Magazine	59,728,608
3 National Geographic	55,782,149
4 Vogue	37,216,639
5 The Economist	34,701,027
6 Time	34,064,576
7 Playboy	23,524,388
8 Forbes	20,233,732
9 Natl. Geographic Traveler	19,635,353
10 People	17,427,970
11 Elle	16,841,583
12 Women's Health	13,691,947
13 Cosmopolitan	13,515,762
14 Entertainment Weekly	13,510,656
15 Discover	13,212,869
16 Men's Health	12,997,634
17 Wired	12,821,678
18 Harper's Bazaar	12,097,228
19 Vanity Fair	12,007,447
20 Glamour	11,805,227
21 Popular Science	11,743,818
22 The New Yorker	11,687,869
23 InStyle	11,357,104
24 Teen Vogue	10,633,023
25 Food & Wine	10,221,417

Top 10 Magazine Brands – Likes/Followers by Social Network (as of September 30, 2016)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER FOLLOWERS	MAGAZINE BRAND	GOOGLE+ FOLLOWERS	MAGAZINE BRAND	INSTAGRAM FOLLOWERS	MAGAZINE BRAND	PINTEREST FOLLOWERS
1 Natl. Geo.	42,142,967	1 ESPN The Magazine	29,739,455	1 The Economist	10,516,246	1 Natl. Geo. Magazine	60,966,862	1 Harper's Bazaar	4,544,431
2 Natl. Geo. Magazine	21,209,151	2 The Economist	16,263,362	2 Natl. Geo. Magazine	9,481,751	2 Natl. Geo. Traveler	12,900,537	2 Ski	1,574,486
3 Playboy	16,872,433	3 National Geographic	13,639,182	3 ESPN The Magazine	8,849,519	3 Vogue	12,666,114	3 Better Homes & Gardens	1,539,205
4 ESPN The Magazine	15,028,531	4 Vogue	11,751,283	4 Time	8,694,544	4 ESPN The Magazine	6,074,027	4 HGTV Magazine	1,079,898
5 Time	10,556,888	5 Time	11,652,391	5 Discover	7,968,523	5 Playboy	5,407,441	5 Smithsonian	933,050
6 Cosmopolitan	8,322,400	6 Forbes	10,622,662	6 Popular Science	7,406,514	6 GQ	3,115,772	6 Martha Stewart Living	835,107
7 Vogue	8,042,825	7 People	7,357,468	7 Food Network Magazine	6,235,641	7 Time	3,063,400	7 This Old House	726,811
8 Men's Health	7,728,567	8 Wired	6,987,740	8 Forbes	5,193,104	8 Super Street	2,993,020	8 Real Simple	714,206
9 Women's Health	7,356,557	9 The New Yorker	6,732,247	9 Elle	4,269,849	9 Harper's Bazaar	2,432,597	9 GQ	563,331
10 The Economist	7,234,496	10 Elle	5,969,024	10 Vogue	4,206,140	10 People	2,317,395	10 Vogue	550,277

Top 10 Magazine Brands – % Growth by Social Network (Third vs Second Quarter 2016)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER FOLLOWERS	MAGAZINE BRAND	GOOGLE+ FOLLOWERS	MAGAZINE BRAND	INSTAGRAM FOLLOWERS	MAGAZINE BRAND	PINTEREST FOLLOWERS
1 Allrecipes	56%	1 Architectural Digest	76%	1 SUP Magazine	7%	1 Yachting	90%	1 The Atlantic	38%
2 Town & Country	18%	2 Super Street	68%	2 Vegetarian Times	6%	2 Guns & Ammo	82%	2 Essence	36%
3 Consumer Reports	17%	3 Road & Track	47%	3 Sailing World	5%	3 Jp	43%	3 Kraft Food & Family	34%
4 Bon Appétit/Epicurious	16%	4 Condé Nast Traveler	36%	4 Reader's Digest	5%	4 Popular Mechanics	43%	4 Bicycling	34%
5 Outdoor Life	15%	5 This Old House	33%	5 Bloomberg Businessweek	5%	5 Fortune	39%	5 Wood	30%
6 Waterski	15%	6 Circle Track	30%	6 Health	5%	6 The Atlantic	36%	6 MyWedding	30%
7 Popular Mechanics	15%	7 Dwell	30%	7 Money	5%	7 Sport Diver	36%	7 Popular Science	28%
8 EatingWell	14%	8 Yoga Journal	28%	8 Birds & Blooms	4%	8 Forbes	33%	8 Popular Photography	27%
9 Wakeboarding	13%	9 Popular Science	23%	9 Cooking Light	4%	9 TeaTime	31%	9 Victoria	26%
10 Forbes	12%	10 Southern Living	23%	10 Road & Track	4%	10 Circle Track	30%	10 Cycle World	26%

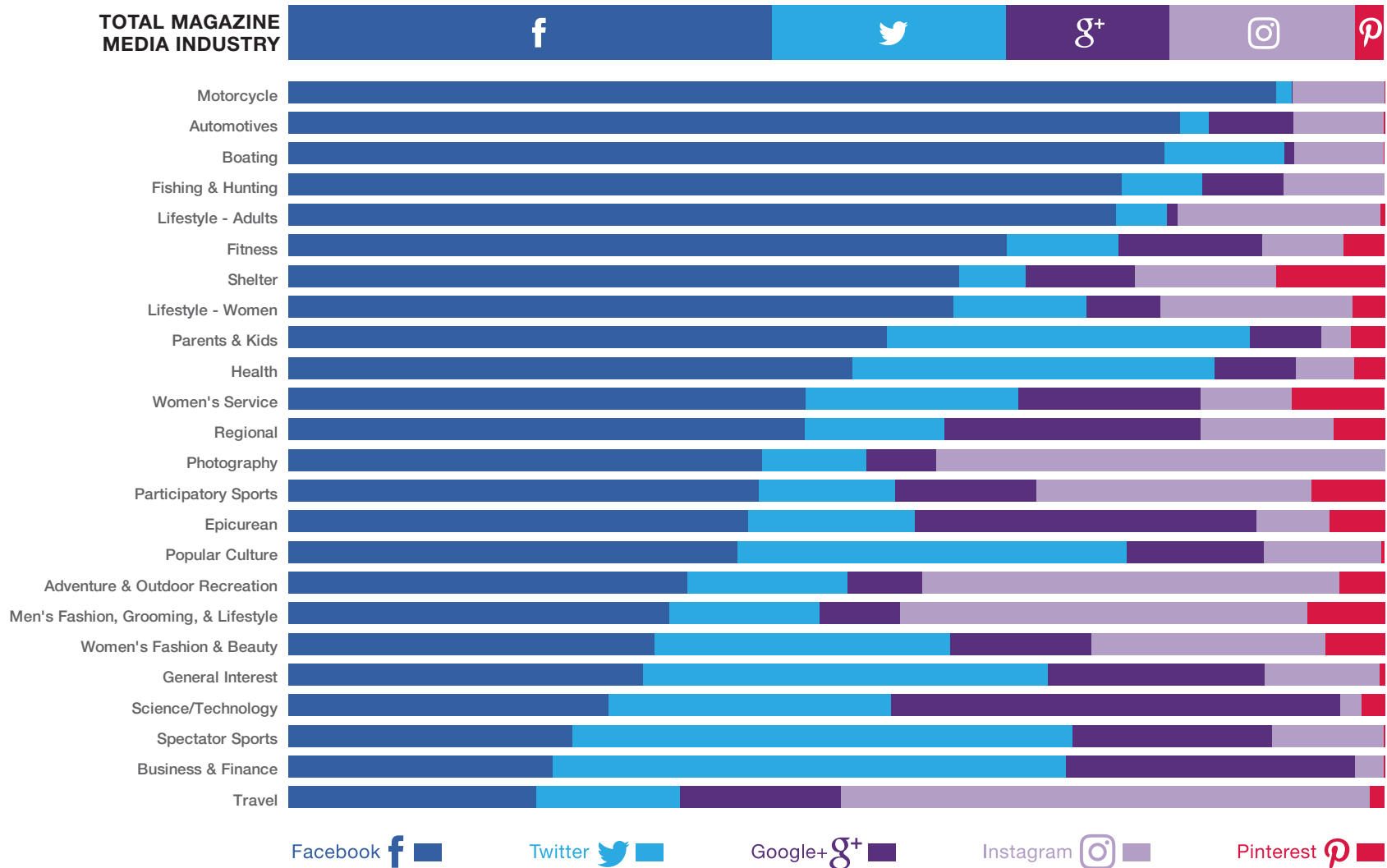
Growth in % of likes/followers represents the % difference between total number of page likes/followers on September 30, 2016 and total number of page likes/followers on June 30, 2016 for brands that were measured in both periods.

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% Share by Network by Editorial Category, September 2016



Magazine Media Industry: Data shown is collected from 200 magazine media brands from 36 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.
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Spotlight on Social Media: Two Immediate Steps to Improve Performance

By Jim Anderson, CEO of SocialFlow

I spend a lot of time talking with publishing executives about how they've made tremendous strides in adapting their content creation, distribution, and monetization to social networks, it's clear that there are two immediate steps you can take to improve your performance on social: one on the editorial side, and one on the operational side.

There are two immediate steps you can take to improve your performance on social: one on the editorial side, and one on the operational side.

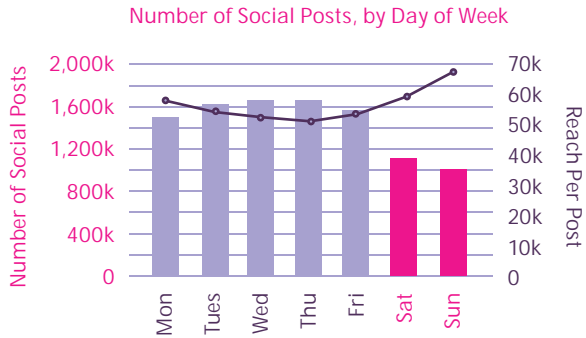
OPPORTUNITY #1:

PUBLISH MORE CONTENT ON WEEKENDS

SocialFlow customers publish close to 2 million social posts per month, and as you can see from the chart below, we see 34% fewer posts on weekend days than on weekdays.

When fewer posts compete for a similar amount of consumer attention, the result is simple math: weekend posts, on average, perform better.

By publishing solutions, so you can capitalize on weekend publishing opportunities.



OPPORTUNITY #2:

INTEGRATE SPONSORED EDITORIAL DISTRIBUTION INTO YOUR NATIVE OFFERINGS

Publishers are doing good work for advertisers with native campaigns, and we support the social elements of many of these campaigns.

One of the best paths to success is to integrate Sponsored Editorial into your native offerings.

You need to plan for many operational elements when you integrate sponsored editorial into your native offerings, making sure that you comply with the policies of the social network.

By integrating sponsored editorial into your native offerings, you can add this sponsored editorial component to advertiser campaigns.

By adding this sponsored editorial component to advertiser campaigns, you can reach a wider audience.

By integrating sponsored editorial into your native offerings, you can reach a wider audience.

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Sponsored post examples from MPA Members

