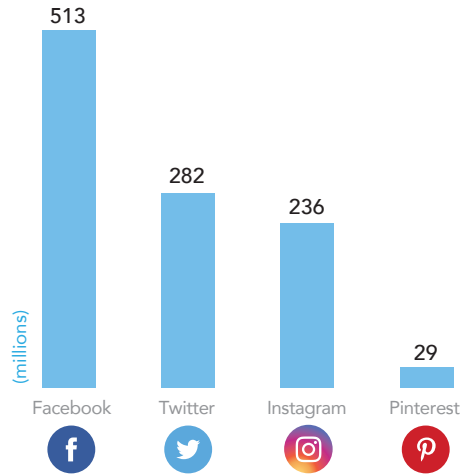


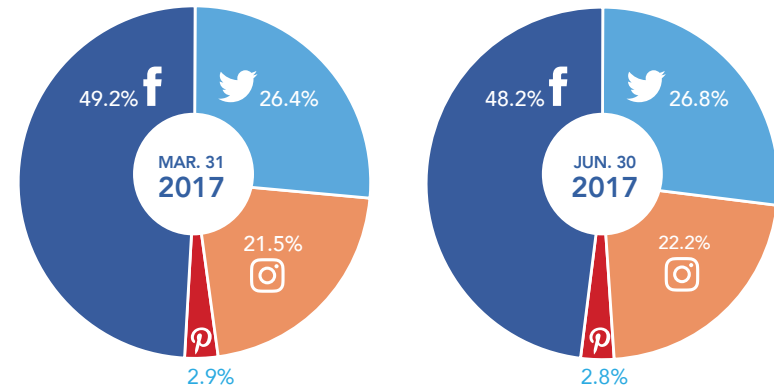


Total Magazine Media Industry Likes/Followers by Social Network
(as of June 30, 2017)

Total: 1.1 billion

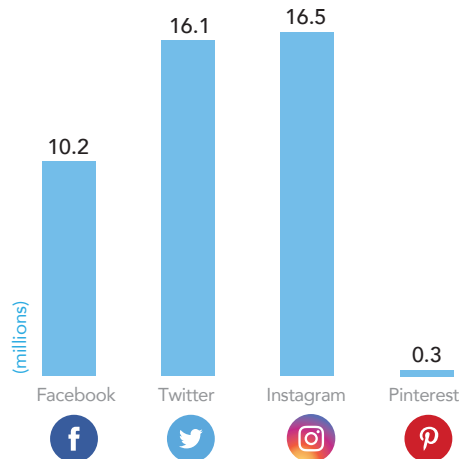


Social Network Share of Total Magazine Media Industry Likes/Followers (Second Quarter 2017 vs First Quarter 2017)

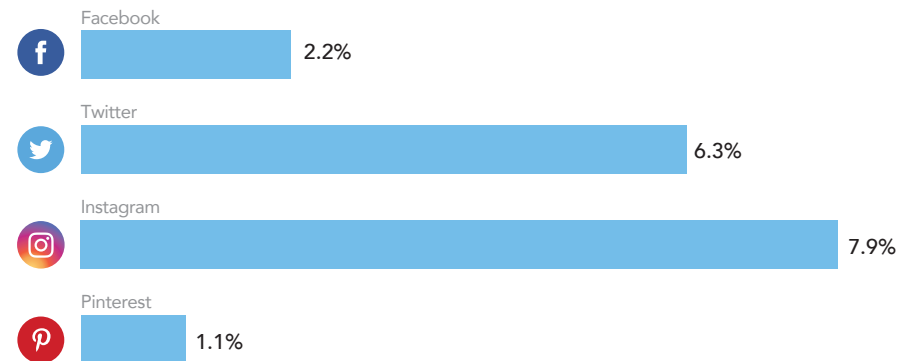


Growth in Number of Magazine Media Industry Likes/Followers by Social Network
(Second Quarter 2017 vs First Quarter 2017)

(Second Quarter 2017 vs First Quarter 2017)



% Growth in Number of Magazine Media Industry Likes/Followers by Social Network (Second Quarter 2017 vs First Quarter 2017)



DATA PROVIDED BY SOCIALFLOW

Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on June 30, 2017 and total number of page likes/followers on March 31, 2017 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 230 magazine media brands from 36 companies. **Facebook Page Likes, Twitter 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, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).



Top 25 Magazine Brands—Likes/Followers
(as of June 30, 2017)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 Natl. Geographic Mag	101,087,577
2 National Geographic	63,625,200
3 ESPN The Magazine	59,836,592
4 Vogue	38,670,231
5 Time	30,781,373
6 The Economist	30,603,903
7 Natl. Geographic Traveler	28,585,646
8 Playboy	23,692,671
9 Forbes	20,047,333
10 People	18,104,001
11 Elle	14,720,696
12 Women's Health	14,410,576
13 Men's Health	14,179,896
14 The New Yorker	13,504,999
15 Cosmopolitan	13,411,475
16 Harper's Bazaar	12,964,033
17 Wired	12,512,716
18 Teen Vogue	11,779,423
19 Entertainment Weekly	11,695,943
20 InStyle	11,434,443
21 Natl. Geographic Adventure	11,284,189
22 Food & Wine	10,939,227
23 Vanity Fair	10,660,298
24 Travel + Leisure	9,460,171
25 House Beautiful	9,416,922

Top 10 Magazine Brands—Likes/Followers by Social Network (as of June 30, 2017)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 National Geographic	44,486,588	1 ESPN The Magazine	33,320,205	1 Natl. Geographic Mag	79,067,395	1 Harper's Bazaar	4,555,629
2 Natl. Geographic Mag	21,745,895	2 The Economist	21,350,205	2 Natl. Geographic Traveler	18,687,785	2 Better Homes and Gardens	1,613,587
3 ESPN The Magazine	18,243,201	3 National Geographic	18,169,850	3 Vogue	16,481,282	3 Ski	1,564,917
4 Playboy	16,314,822	4 Time	14,335,926	4 ESPN The Magazine	8,234,057	4 HGTV Magazine	1,181,423
5 Time	12,127,469	5 Forbes	13,156,920	5 Playboy	6,092,769	5 National Geographic	968,762
6 Cosmopolitan	9,330,485	6 Vogue	12,944,425	6 Food Network Magazine	4,685,624	6 Smithsonian	927,092
7 Natl. Geo. Adventure	9,264,747	7 Wired	9,309,768	7 Time	4,215,354	7 Martha Stewart Living	903,406
8 Men's Health	8,774,975	8 The New Yorker	7,834,147	8 GQ	3,789,423	8 Real Simple	748,149
9 Vogue	8,578,200	9 People	7,794,531	9 People	3,355,182	9 Vogue	666,324
10 Women's Health	8,274,230	10 Elle	6,605,361	10 Super Street	3,164,693	10 This Old House	665,268

Top 10 Magazine Brands—% Growth by Social Network (Second Quarter 2017 vs First Quarter 2017)

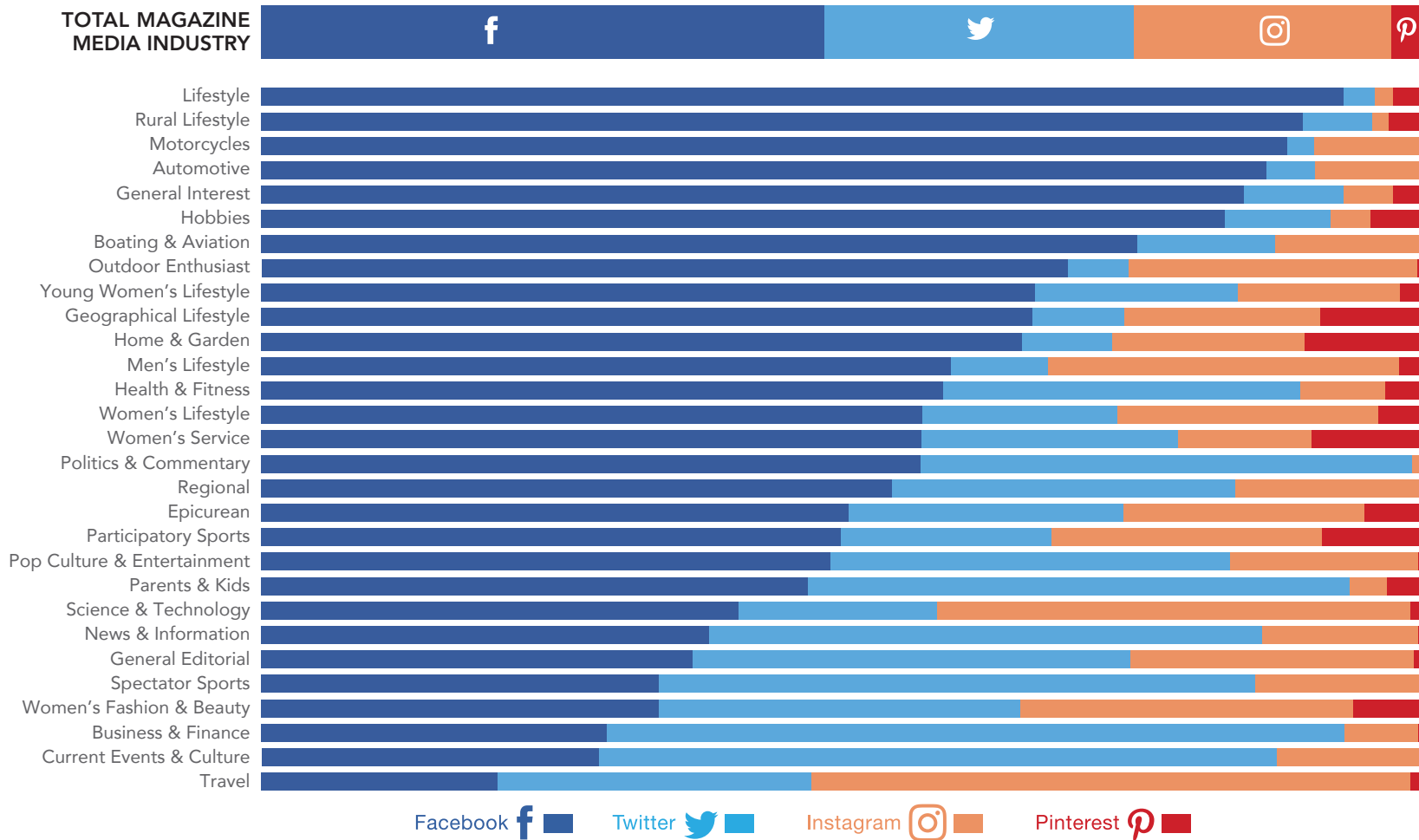
MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 Sound and Vision	1,461%	1 Yoga Journal	39%	1 Money	93%	1 Sports Illustrated for Kids	14%
2 Allure	21%	2 Web MD	27%	2 The Family Handyman	42%	2 Money	11%
3 Surfer	16%	3 Car and Driver	26%	3 Shutterbug	41%	3 Popular Science	8%
4 Redbook	15%	4 Southern Living	25%	4 The Atlantic	39%	4 Victoria	7%
5 HGTV Magazine	14%	5 Scientific American	21%	5 Working Mother	39%	5 Domino	6%
6 ESPN The Magazine	11%	6 Condé Nast Traveler	20%	6 Yachting	36%	6 TeaTime	5%
7 Successful Farming	10%	7 National Geographic Traveler	20%	7 Fortune	29%	7 Fit Pregnancy and Baby	5%
8 Good Housekeeping	9%	8 Fit Pregnancy and Baby	19%	8 Scientific American	27%	8 The Atlantic	4%
9 Condé Nast Traveler	8%	9 Working Mother	17%	9 Jp	24%	9 Essence	4%
10 Sunset	8%	10 Motor Trend	17%	10 Entrepreneur	24%	10 Organic Life	4%

Growth in % of likes/followers represents the % difference between total number of page likes/followers on June 30, 2017 and total number of page likes/followers on March 31, 2017 for brands that were measured in both periods. Facebook Page Likes, Twitter 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, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).



% Share by Network by Editorial Calendar, June 30, 2017



DATA PROVIDED BY SOCIALFLOW

Magazine Media Industry: Data shown is collected from about 230 magazine media brands from 36 companies. Facebook Page Likes, Twitter 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, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

3 Things to Know: SOCIAL VIDEO

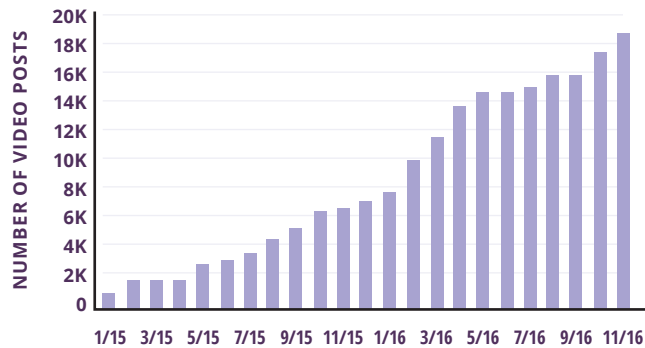
BY JIM ANDERSON, SOCIALFLOW CEO

Media companies LOVE video! Most publishers tell us they are aggressively working to create more video content to fulfill advertiser request for more video inventory. Here are three things to keep in mind while creating your social video strategy.

1. VIDEO EVERYWHERE

In a relatively short period, we have seen video content from publishers/media companies go through the roof.

GROWTH IN VIDEO POSTS



On Facebook, video content published via SocialFlow is up 93% over the last year, and on Twitter, video is up five times since last August.

But even with the huge increase in video content, video posts still only account for about 2% of all social posts being produced by media companies.

2. VIDEO PERFORMS

It's no surprise that social video performs well, but just how well is surprising.

Video posts generate 6x the reach of the average post and users engage with video content 8x more than non-video posts.



Video gets 6x more reach than non video posts



Video gets 8x the engagement

3. (BUT) VIDEO COSTS

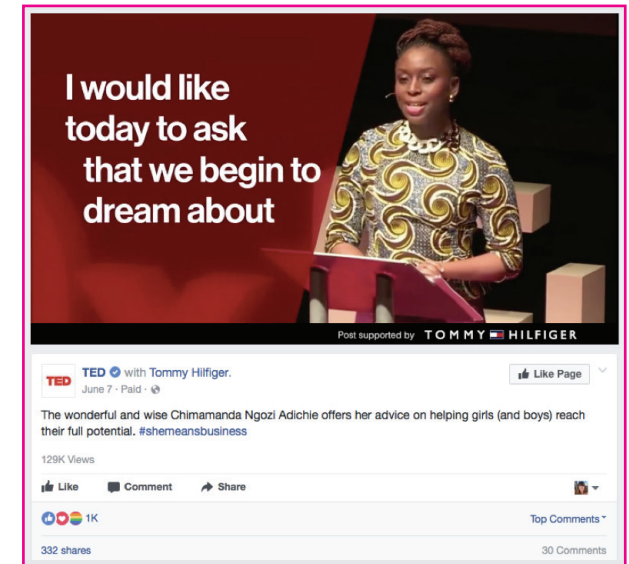
Is there a catch? Video acts differently than other content on social. Instead of enticing the user to click through for more, the video experience takes place completely inside the social feed. There is little to no reason for a user to visit your site after viewing video in their social feed--- so, in essence you are sacrificing dollars associated visitors engaging with content on your site.

TAKEAWAY:

Video is a powerful tool for media companies. And although it is more labor intensive and expensive to create than other types of content, users respond to video. Media companies need to have a thoughtful video strategy, especially a social

video strategy. There are ways to monetize your social video but they need to be implemented before your video is a runaway hit in order to capitalize on eyeballs.

SocialFlow's AttentionStream is an excellent solution for video monetization. AttentionStream offers media companies the opportunity to attach a brand sponsor to their top performing content on social - creating revenue and associating a company's advertiser with high quality, original content that appeals to a media company's target audience, in a way that coordinates with their objectives.



Interested in learning more about distributing or monetizing your social content?
Contact info@socialflow.com today!

