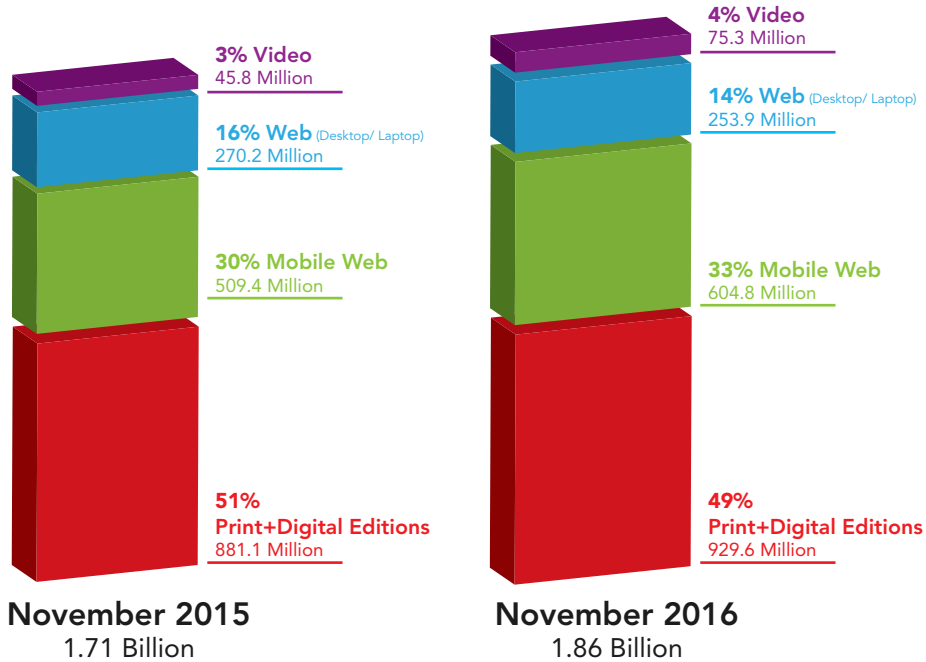


MAGAZINE MEDIA 360°

Audience Mix

November 2016



Audience Growth +9.2%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015; GfK MRI's Survey of the American Consumer® Print+Digital 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®; November 2016 and November 2015; U.S.; **Mobile Web**: comScore Mobile Metrix; November 2016 and November 2015; U.S.; **Video** comScore Video Metrix; November 2016 and November 2015; U.S.