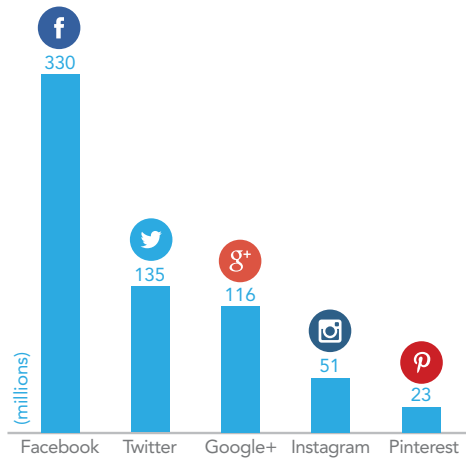
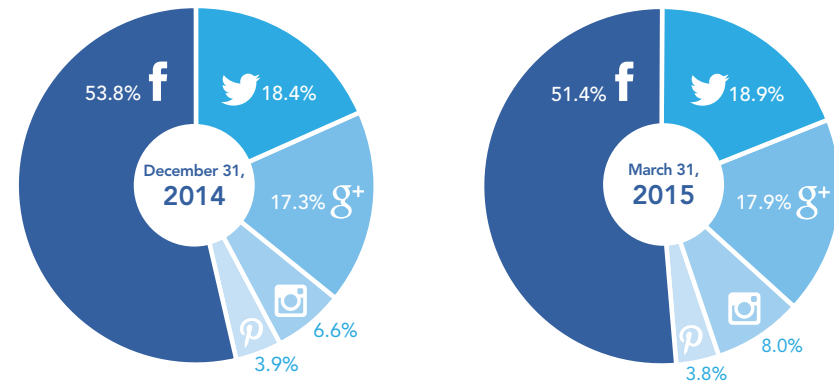


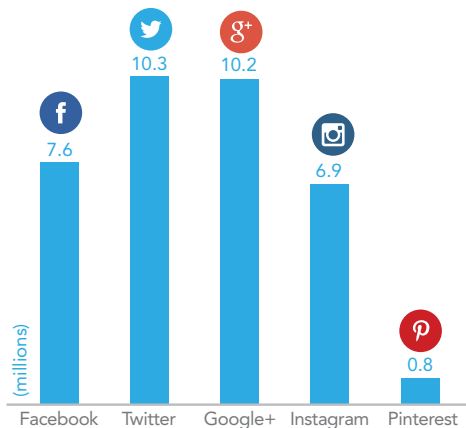
Total Magazine Media Industry Likes/Followers by Social Network
(as of March 31, 2015)



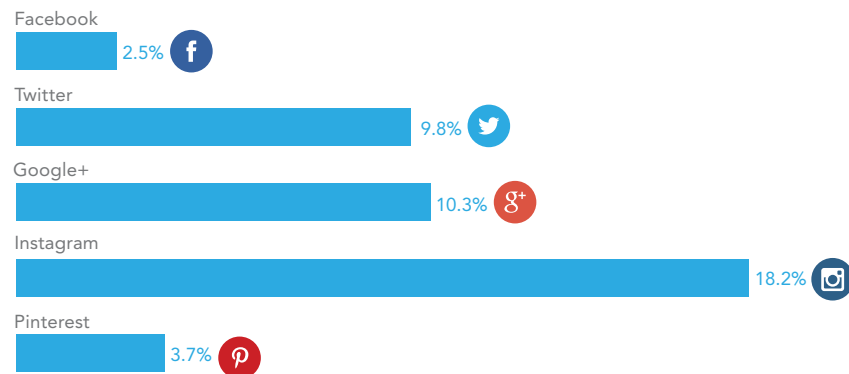
Social Network Share of Total Magazine Media Industry Likes/Followers



Growth in Number of Magazine Media Industry Likes/Followers by Social Network
(First Quarter 2015)



% Growth in Number of Magazine Media Industry Likes/Followers by Social Network (First Quarter 2015)



Magazine Media Industry: Data shown are collected for approximately 220 magazine media brands from 35 companies, representing 95% of the reader universe. Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on March 31, 2015 and total number of page likes/followers on December 31, 2014 for brands that were measured in both periods.

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.

NOTE: Beginning in March 2015, Facebook adopted a policy of removing memorialized and voluntarily deactivated accounts which resulted in the removal of those peoples' page likes.

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

Top 25 Magazine Brands – Likes/Followers

(as of March 31, 2015)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 National Geographic	67,046,264
2 ESPN The Magazine	40,273,102
3 Time	22,911,022
4 The Economist	21,719,353
5 Vogue	19,461,922
6 Playboy	19,008,970
7 People	13,329,561
8 Elle	10,854,710
9 Forbes	10,623,033
10 Discover	9,904,810
11 Glamour	9,561,771
12 Cosmopolitan	9,293,120
13 Entertainment Weekly	9,128,475
14 Harper's Bazaar	9,032,009
15 Wired	8,895,855
16 Popular Science	8,748,329
17 Teen Vogue	8,502,870
18 InStyle	8,445,888
19 Women's Health	8,245,399
20 Martha Stewart Living	7,971,439
21 Natl. Geographic Traveler	7,867,341
22 The New Yorker	7,655,030
23 Men's Health	7,217,914
24 Vanity Fair	7,206,080
25 Sports Illustrated	6,320,897

Top 10 Magazine Brands – Likes/Followers by Social Network (as of March 31, 2015)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER FOLLOWERS	MAGAZINE BRAND	GOOGLE+ FOLLOWERS	MAGAZINE BRAND	INSTAGRAM FOLLOWERS	MAGAZINE BRAND	PINTEREST FOLLOWERS
1 National Geographic	34,586,422	1 ESPN The Magazine	17,880,774	1 The Economist	8,619,986	1 National Geographic	14,867,653	1 Harper's Bazaar	4,686,092
2 Playboy	16,079,858	2 National Geographic	8,594,435	2 National Geographic	8,126,574	2 Vogue	3,825,050	2 Ski	1,655,144
3 ESPN The Magazine	13,361,317	3 The Economist	7,895,324	3 ESPN The Magazine	7,265,353	3 Natl. Geographic Traveler	2,622,296	3 Consumer Reports	1,214,571
4 Time	7,614,611	4 Time	7,163,520	4 Time	7,066,055	4 Playboy	1,921,711	4 Smithsonian	981,093
5 Vogue	6,282,508	5 People	6,143,684	5 Discover	5,648,609	5 Super Street	1,778,130	5 Better Homes and Gardens	875,076
6 Cosmopolitan	5,792,717	6 Vogue	5,713,855	6 Popular Science	5,396,924	6 ESPN The Magazine	1,743,488	6 National Geographic	871,180
7 Muscle & Fitness	5,252,262	7 Forbes	4,865,821	7 Forbes	3,748,088	7 GQ	1,495,301	7 Martha Stewart Living	693,811
8 People	5,202,182	8 The New Yorker	4,559,340	8 Elle	3,615,745	8 Teen Vogue	1,035,115	8 This Old House	592,429
9 The Economist	5,162,819	9 Wired	4,284,015	9 Glamour	3,571,952	9 Time	1,009,367	9 Real Simple	573,614
10 J-14	4,904,599	10 Entertainment Weekly	3,555,181	10 Vogue	3,420,507	10 Vanity Fair	864,195	10 GQ	541,408

Top 10 Magazine Brands – % Growth by Social Network (First Quarter 2015)

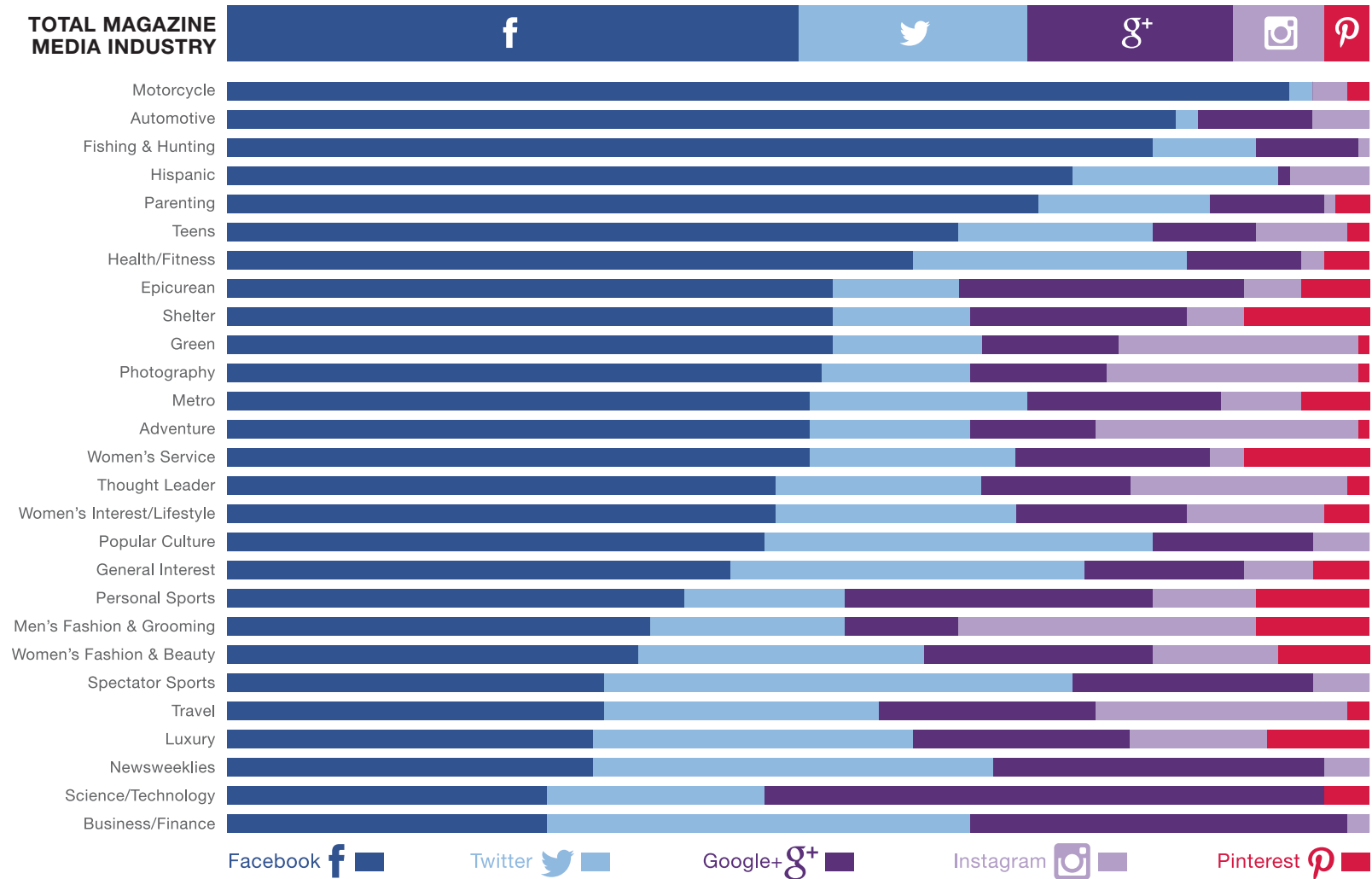
MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER FOLLOWERS	MAGAZINE BRAND	GOOGLE+ FOLLOWERS	MAGAZINE BRAND	INSTAGRAM FOLLOWERS	MAGAZINE BRAND	PINTEREST FOLLOWERS
1 Bloomberg Businessweek	74%	1 American Photo	43%	1 Sunset	45%	1 The Economist	151%	1 National Geographic	61%
2 Sierra Magazine	48	2 HGTV Magazine	29	2 Bloomberg Businessweek	36	2 Recoil	82	2 Entrepreneur	24
3 Money	22	3 Star	26	3 Southern Living	34	3 Bloomberg Businessweek	62	3 Working Mother	18
4 Allrecipes	18	4 Natl. Geographic Traveler	24	4 Condé Nast Traveler	34	4 FamilyFun	60	4 Car Craft	18
5 Siempre Mujer	18	5 Bloomberg Businessweek	21	5 The Family Handyman	32	5 Self	58	5 Muscle & Fitness	16
6 Working Mother	17	6 Popular Photography	21	6 Sport Fishing	31	6 Natl. Geographic Traveler	57	6 Vogue	14
7 Boating	17	7 Travel + Leisure	20	7 Birds & Blooms	29	7 Country Living	54	7 Forbes	13
8 Backpacker	13	8 Motorcyclist	20	8 Travel + Leisure	29	8 Backpacker	53	8 Town & Country	12
9 OK! Magazine	13	9 Details	19	9 Cooking Light	28	9 Forbes	52	9 Fortune	11
10 The Family Handyman	13	10 Automobile	18	10 The Atlantic	28	10 W	51	10 The Family Handyman	11

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% Share by Network by Editorial Category, March 2015



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