

		CURRENT MONTH - March 2016 (000)					YEAR AGO - March 2015 (000)					March 2016 vs. March 2015 (% change)					YTD AVERAGE - as of March 2016 (000)					YTD 2016 vs. YTD 2015 (% change)				
Magazine Brand	Publishing Company	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off Road	TEN	2,256	57	111	15	2,438	2,494	40	-	-	2,534	-9.5%	40.4%	+	+	-3.8%	2,256	57	117	21	2,451	-9.5%	75.8%	+	+	-3.0%
AARP	AARP Media	36,088	4,146	4,892	377	45,503	35,003	4,446	3,473	171	43,093	3.1%	-6.7%	40.8%	120.5%	5.6%	36,088	3,873	4,938	584	45,483	3.1%	-18.2%	13.9%	173.9%	2.7%
Allrecipes	* Meredith Corporation	7,621	13,228	30,920	542	52,311	7,500	13,079	21,219	1,108	42,906	1.6%	1.1%	45.7%	-51.1%	21.9%	7,621	13,747	31,681	452	53,501	1.6%	-0.9%	46.8%	-54.6%	21.7%
Allure	Condé Nast	6,185	1,409	3,410	243	11,247	6,631	891	1,756	176	9,453	-6.7%	58.2%	94.2%	38.6%	19.0%	6,185	1,161	3,376	295	11,018	-6.7%	31.1%	98.6%	10.0%	16.2%
Architectural Digest	Condé Nast	4,355	379	1,142	-	5,876	4,437	335	349	-	5,120	-1.8%	13.3%	227.5%	-	14.8%	4,355	511	1,051	3	5,920	-1.8%	54.3%	178.1%	+	15.0%
Automobile	TEN	3,591	292	411	89	4,383	3,753	294	242	-	4,289	-4.3%	-0.7%	69.8%	+	2.2%	3,591	302	341	91	4,325	-4.3%	-3.0%	49.1%	+	0.7%
Autoweek	Crain Communications, Inc.	2,064	376	94	-	2,534	2,226	431	139	-	2,796	-7.3%	-12.8%	-32.4%	-	-9.4%	2,064	394	74	-	2,532	-7.3%	-10.2%	-45.2%	-100.0%	-9.6%
Backpacker	Active Interest Media	1,157	202	164	-	1,523	1,292	233	138	-	1,663	-10.4%	-13.3%	18.8%	-	-8.4%	1,157	131	199	-	1,487	-10.4%	-27.6%	187.0%	-	-3.6%
Better Homes and Gardens	Meredith Corporation	36,495	3,786	6,955	227	47,463	39,376	4,779	6,195	110	50,460	-7.3%	-20.8%	12.3%	106.4%	-5.9%	36,495	3,687	6,466	237	46,885	-7.3%	-22.6%	13.1%	332.9%	-6.1%
Bicycling	Rodale Inc.	1,774	340	777	-	2,891	1,811	339	327	-	2,477	-2.0%	0.3%	137.6%	-	16.7%	1,774	289	644	-	2,707	-2.0%	-12.2%	102.9%	-	10.2%
Birds & Blooms	Trusted Media Brands	4,966	186	318	-	5,470	5,226	194	277	-	5,697	-5.0%	-4.0%	14.6%	-	-4.0%	4,966	184	165	-	5,315	-5.0%	3.2%	28.9%	-	-3.9%
Bloomberg Businessweek	Bloomberg, L.P.	2,054	11,108	12,816	13,126	39,104	2,137	11,824	9,288	8,200	31,449	-3.9%	-6.1%	38.0%	60.1%	24.3%	2,054	10,904	11,952	12,941	37,851	-3.9%	-10.3%	29.2%	76.3%	22.6%
Bon Appétit/Epicurious	Condé Nast	6,640	5,042	10,655	1,974	24,311	6,613	4,589	7,244	307	18,753	0.4%	9.9%	47.1%	542.2%	29.6%	6,640	5,261	10,733	1,885	24,520	0.4%	7.3%	51.3%	459.6%	29.4%
Brides	Condé Nast	5,576	782	1,817	208	8,383	5,379	585	1,180	-	7,145	3.7%	33.6%	54.0%	+	17.3%	5,576	765	1,789	107	8,237	3.7%	26.7%	26.2%	+	11.3%
Car and Driver	Hearst Magazines	8,564	7,414	4,837	148	20,963	9,738	5,108	2,389	37	17,272	-12.1%	45.1%	102.5%	304.5%	21.4%	8,564	4,257	4,705	131	17,657	-12.1%	23.4%	101.6%	975.5%	13.7%
Car Craft	TEN	1,861	55	95	24	2,036	1,858	43	-	-	1,901	0.2%	28.2%	+	+	7.1%	1,861	37	60	8	1,967	0.2%	53.0%	+	+	4.5%
Coastal Living	Time Inc.	4,126	237	656	-	5,019	4,502	264	374	-	5,140	-8.4%	-10.1%	75.4%	-	-2.4%	4,126	227	548	-	4,900	-8.4%	-9.0%	55.4%	-	-4.0%
Condé Nast Traveler	Condé Nast	3,412	807	2,331	65	6,615	3,576	647	1,371	-	5,594	-4.6%	24.8%	70.0%	+	18.3%	3,412	851	2,527	86	6,877	-4.6%	37.8%	135.2%	+	30.5%
Cooking Light	Time Inc.	11,002	1,695	4,098	65	16,861	11,718	1,999	3,762	-	17,479	-6.1%	-15.2%	8.9%	+	-3.5%	11,002	1,906	4,154	22	17,084	-6.1%	-8.1%	10.5%	+	-2.7%
Cosmopolitan	Hearst Magazines	15,073	16,649	13,449	1,236	46,407	17,064	15,990	12,376	102	45,532	-11.7%	4.1%	8.7%	1111.7%	1.9%	15,073	7,795	13,450	681	36,999	-11.7%	-5.3%	22.4%	667.6%	1.7%
Country	Trusted Media Brands	3,284	5	-	-	3,289	3,296	5	-	-	3,301	-0.4%	-	-	-	-0.4%	3,284	72	-	-	3,356	-0.4%	237.5%	-	-	1.2%
Country Living	Hearst Magazines	11,813	8,684	6,602	36	27,135	12,682	3,790	2,730	-	19,202	-6.9%	129.1%	141.8%	+	41.3%	11,813	4,614	6,850	66	23,343	-6.9%	116.5%	176.1%	+	35.0%
Cycle World	Bonnier Corporation	1,929	172	-	-	2,101	1,831	268	-	8	2,107	5.4%	-35.8%	-	-100.0%	-0.3%	1,929	151	39	-	2,119	5.4%	-34.2%	+	-100.0%	2.6%
Departures	* Time Inc.	6,094	155	41	-	6,290	5,742	24	13	-	5,779	6.1%	539.4%	216.0%	-	8.8%	6,094	258	41	-	6,393	6.1%	1150.1%	129.6%	-	10.6%
Diabetic Living	* Meredith Corporation	5,422	204	298	-	5,924	5,252	186	208	-	5,646	3.2%	9.7%	43.3%	-	4.9%	5,422	185	292	-	5,899	3.2%	-3.6%	45.3%	-	4.5%
Dirt Rider	Bonnier Corporation	1,435	26	-	-	1,461	1,472	51	-	-	1,523	-2.5%	-49.0%	-	-	-4.1%	1,435	45	-	0	1,481	-2.5%	-5.6%	-	+	-2.6%
Discover	* Kalmbach Publishing Co.	1,336	319	160	-	1,815	1,551	625	244	-	2,420	-13.9%	-49.0%	-34.4%	-	-25.0%	1,336	405	215	-	1,956	-13.9%	-29.3%	-2.9%	-	-16.6%
domino	* Domino Media Group, Inc.	1,060	90	897	-	2,047	1,120	68	-	-	1,188	-5.4%	31.5%	+	-	72.2%	1,060	133	1,307	-	2,500	-5.4%	482.8%	1449.8%	-	103.7%
Dwell	Dwell Media	1,083	68	47	-	1,198	1,203	134	-	-	1,337	-10.0%	-49.3%	+	-	-10.4%	1,083	73	83	0	1,239	-10.0%	-37.6%	+	+	-6.1%
EatingWell	Meredith Corporation	6,171	1,462	2,608	-	10,241	5,154	1,866	2,466	-	9,486	19.7%	-21.7%	5.8%	-	8.0%	6,171	1,586	2,782	-	10,539	19.7%	-17.6%	11.3%	-	10.0%
Elle	Hearst Magazines	5,140	5,894	4,269	53	15,355	5,604	4,601	3,048	2	13,255	-8.3%	28.1%	40.1%	2666.6%	15.8%	5,140	3,646	4,787	78	13,651	-8.3%	45.9%	83.5%	1141.2%	27.4%
Elle Decor	Hearst Magazines	1,714	1,008	625	-	3,347	2,310	463	292	-	3,065	-25.8%	117.8%	114.0%	-	9.2%	1,714	665	646	-	3,025	-25.8%	104.5%	79.1%	-	1.0%
Entertainment Weekly	Time Inc.	8,484	5,142	12,573	2,038	28,237	10,543	5,025	10,313	783	26,664	-19.5%	2.3%	21.9%	160.2%	5.9%	8,484	5,233	14,150	1,826	29,693	-19.5%	4.5%	46.3%	147.5%	14.4%

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Siempre Mujer	Meredith Corporation	2,015	15	59	-	2,089	1,846	22	92	-	1,960	9.2%	-31.8%	-35.9%	-	6.6%	2,015	16	54	-	2,085	9.2%	-27.3%	-29.9%	-	7.2%	
Ski	Active Interest Media	1,292	39	-	-	1,331	1,447	5	-	-	1,452	-10.7%	680.0%	-	-	-8.3%	1,292	65	-	-	1,357	-10.7%	248.2%	-	-	-7.4%	
Smithsonian	Smithsonian Enterprises	6,910	1,340	2,233	67	10,550	7,145	1,170	1,134	60	9,509	-3.3%	14.5%	96.9%	11.7%	10.9%	6,910	1,356	2,427	42	10,735	-3.3%	11.3%	87.4%	-23.6%	10.5%	
Soap Opera Digest	American Media, Inc.	3,113	52	75	-	3,240	3,041	70	-	-	3,111	2.4%	-25.7%	+	-	4.2%	3,113	17	81	-	3,212	2.4%	-81.1%	38.6%	-100.0%	0.6%	
Southern Living	Time Inc.	15,088	1,829	4,403	123	21,443	16,588	1,943	3,713	84	22,328	-9.0%	-5.9%	18.6%	47.4%	-4.0%	15,088	1,729	4,014	102	20,934	-9.0%	-6.5%	16.5%	55.7%	-4.6%	
Sports Illustrated	Time Inc.	18,342	5,837	8,980	3,155	36,314	18,960	8,136	7,913	3,557	38,567	-3.3%	-28.3%	13.5%	-11.3%	-5.8%	18,342	6,315	10,612	3,450	38,719	-3.3%	-20.7%	20.8%	2.9%	-0.9%	
Star	American Media, Inc.	5,808	266	1,279	46	7,399	6,979	176	514	-	7,669	-16.8%	51.2%	148.9%	+	-3.5%	5,808	196	1,475	15	7,494	-16.8%	10.6%	216.1%	+	-1.7%	
Street Rodder	TEN	2,011	126	216	56	2,408	1,841	98	-	-	1,939	9.2%	28.2%	+	+	24.2%	2,011	85	137	19	2,251	9.2%	53.0%	+	+	18.7%	
Sunset	Time Inc.	4,756	746	1,201	-	6,703	4,724	755	873	-	6,351	0.7%	-1.2%	37.6%	-	5.5%	4,756	571	822	-	6,149	0.7%	0.9%	31.9%	-	4.0%	
Super Chevy	TEN	2,462	250	468	56	3,236	2,331	180	271	-	2,782	5.6%	38.9%	72.7%	+	16.3%	2,462	234	417	64	3,177	5.6%	31.4%	77.3%	+	15.8%	
Taste of Home	Trusted Media Brands	12,248	3,843	8,619	1	24,710	13,842	4,464	7,904	-	26,211	-11.5%	-13.9%	9.0%	+	-5.7%	12,248	3,824	8,620	439	25,130	-11.5%	-18.4%	4.0%	+	-6.3%	
Teen Vogue	Condé Nast	3,469	673	2,888	542	7,572	3,561	428	856	252	5,096	-2.6%	57.5%	237.2%	115.4%	48.6%	3,469	654	2,500	338	6,961	-2.6%	45.5%	233.9%	22.3%	38.2%	
Texas Monthly	Emmis Publishing	2,736	269	110	-	3,115	2,740	307	75	-	3,122	-0.1%	-12.4%	46.7%	-	-0.2%	2,736	262	167	-	3,165	-0.1%	15.1%	-22.2%	-	-0.5%	
The Atlantic	Atlantic Media	1,898	6,472	10,838	98	19,306	1,693	5,309	7,854	102	14,958	12.1%	21.9%	38.0%	-3.9%	29.1%	1,898	6,131	10,583	181	18,793	12.1%	22.3%	61.4%	45.6%	40.4%	
The Economist	The Economist Newspaper Limited	2,482	2,129	787	5	5,403	2,587	2,115	418	16	5,136	-4.1%	0.7%	88.3%	-68.8%	5.2%	2,482	2,073	787	5	5,347	-4.1%	0.7%	66.6%	-59.5%	4.2%	
The Family Handyman	Trusted Media Brands	4,647	1,419	2,846	221	9,133	5,208	1,470	2,391	-	9,069	-10.8%	-3.5%	19.1%	+	0.7%	4,647	1,343	2,852	218	9,060	-10.8%	-6.6%	39.9%	+	4.3%	
The New Yorker	Condé Nast	4,487	4,100	7,617	656	16,861	4,187	3,657	4,505	322	12,671	7.2%	12.1%	69.1%	103.9%	33.1%	4,487	4,004	8,472	563	17,526	7.2%	11.1%	102.6%	78.5%	42.6%	
This Old House	Time Inc.	5,084	1,477	2,658	760	9,979	6,503	1,759	2,209	539	11,010	-21.8%	-16.0%	20.3%	41.1%	-9.4%	5,084	1,385	2,394	638	9,502	-21.8%	-18.1%	21.7%	33.1%	-10.7%	
Time	Time Inc.	16,623	7,737	16,779	1,366	42,506	17,179	9,314	16,558	786	43,837	-3.2%	-16.9%	1.3%	73.8%	-3.0%	16,623	8,109	19,162	1,571	45,465	-3.2%	-18.5%	26.4%	22.1%	4.3%	
Town & Country	Hearst Magazines	3,003	1,840	1,139	-	5,982	3,373	-	395	-	3,768	-11.0%	+	188.4%	-	58.8%	3,003	978	1,104	-	5,084	-11.0%	+	376.4%	-	41.0%	
Traditional Home	Meredith Corporation	3,938	36	113	-	4,087	4,821	34	90	-	4,945	-18.3%	5.9%	25.6%	-	-17.4%	3,938	36	99	-	4,073	-18.3%	12.5%	-4.5%	-	-17.8%	
Travel + Leisure	Time Inc.	5,814	1,354	3,053	-	10,221	6,766	738	971	-	8,475	-14.1%	83.3%	214.5%	-	20.6%	5,814	1,234	3,100	-	10,148	-14.1%	52.4%	187.6%	-	17.3%	
Vanity Fair	Condé Nast	6,934	3,303	6,594	1,975	18,806	6,800	2,308	4,132	598	13,838	2.0%	43.1%	59.6%	230.6%	35.9%	6,934	3,278	6,620	1,767	18,599	2.0%	42.4%	71.4%	137.4%	35.7%	
Vegetarian Times	Active Interest Media	1,975	130	126	-	2,231	2,125	283	83	-	2,491	-7.1%	-54.1%	51.8%	-	-10.4%	1,975	152	78	-	2,204	-7.1%	-28.6%	-47.3%	-	-11.3%	
Veranda	Hearst Magazines	1,160	-	86	-	1,246	1,519	-	75	-	1,594	-23.6%	-	14.7%	-	-21.8%	1,160	-	89	-	1,249	-23.6%	-	12.2%	-	-21.9%	
Vogue	Condé Nast	12,061	1,670	3,164	1,121	18,016	12,147	900	1,666	994	15,706	-0.7%	85.6%	89.9%	12.8%	14.7%	12,061	1,837	3,347	875	18,121	-0.7%	100.7%	123.3%	2.5%	17.5%	
W	Condé Nast	1,189	292	411	583	2,475	1,416	273	237	-	1,926	-16.0%	7.0%	73.5%	+	28.5%	1,189	239	399	685	2,513	-16.0%	-0.4%	61.9%	+	32.1%	
WebMD Magazine	WebMD, LLC	10,009	15,881	33,961	78	59,929	9,324	17,495	30,659	14	57,492	7.3%	-9.2%	10.8%	457.1%	4.2%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Wired	Condé Nast	2,793	4,330	6,320	1,198	14,641	3,059	5,605	7,165	1,200	17,029	-8.7%	-22.7%	-11.8%	-0.1%	-14.0%	2,793	4,283	6,438	1,181	14,694	-8.7%	-34.1%	-34.0%	12.8%	-27.8%	
Woman's Day	Hearst Magazines	16,213	3,563	2,484	-	22,260	18,932	2,412	1,685	-	23,029	-14.4%	47.7%	47.4%	-	-3.3%	16,213	2,015	2,448	56	20,732	-14.4%	28.5%	40.7%	+	-6.8%	
Women's Health	Rodale Inc.	10,911	2,003	6,514	-	19,428	10,872	2,356	5,808	-	19,036	0.4%	-15.0%	12.2%	-	2.1%	10,911	1,873	6,506	-	19,290	0.4%	-28.0%	25.5%	-	3.4%	
Yankee Magazine	Yankee Publishing Inc.	1,677	171	82	-	1,930	1,825	139	-	-	1,964	-8.1%	23.0%	+	-	-1.7%	1,677	145	89	-	1,911	-8.1%	14.4%	+	-	-2.1%	
Yoga Journal	Active Interest Media	2,013	138	113	-	2,264	2,179	115	-	-	2,294	-7.6%	20.0%	+	-	-1.3%	2,013	199	174	-	2,386	-7.6%	102.0%	+	-	4.8%	
Total (000)		916,882	351,174	563,101	62,797	1,893,955	969,271	330,097	421,537	39,972	1,760,877	-5.4%	6.4%	33.6%	57.1%	7.6%	916,124	301,317	567,238	60,306	1,844,986	-5.5%	-1.2%	37.4%	49.9%	6.8%	

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*Numbers reported for print+digital editions reflect print only and are generated from an audience prototype from GfK MRI or Ipsos Mendelsohn.

** Meredith Corporation's Desktop/Laptop, Mobile Web, and Video data for: (A) *Family Fun*, and *Ser Padres* are rolled up into *Parents* for both 2015 and 2016, and (B) *Shape* are estimated due to comScore tagging error in January and February 2016.

Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

Sources:

Current Month

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014; GfK MRI Accessed Prototype; or 2015 and 2014 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® or Nielsen NetView; March 2016 and March 2015; U.S.
- Mobile Web: comScore Mobile Metrix or Nielsen Mobile NetView 3.0; March 2016 and March 2015; U.S.
- Video: comScore Video Metrix or Nielsen VideoCensus; March 2016 and March 2015; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015, 2014 and Spring 2015, 2014; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014; GfK MRI Accessed Prototype; or 2015 and 2014 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® or Nielsen NetView; January 2016 - March 2016 and January 2015 - March 2015; U.S.
- Mobile Web: comScore Mobile Metrix or Nielsen Mobile NetView 3.0; January 2016 - March 2016 and January 2015 - March 2015; U.S.
- Video: comScore Video Metrix or Nielsen VideoCensus; January 2016 - March 2016 and January 2015 - March 2015; U.S.

What's Measured:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print editions only.
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P2+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.
- Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.
- Video Unique Viewers: Those unique P2+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.

Note: In certain instances, the comScore or Nielsen Online data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Nielsen Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.

About Magazine Media 360*

Magazine Media 360* is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360* uses data from leading third-party providers and currently covers 138 magazine media brands from 33 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360* Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360*, which launched October 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360* Social Media Report is released separately.