

| Magazine Brand | Publishing Company | CURRENT MONTH - March 2018 (000) | | | | | YEAR AGO - March 2017 (000) | | | | | March 2018 vs. March 2017 (% change) | | | | | YTD AVERAGE - as of March 2018 (000) | | | | | YTD 2018 vs. YTD 2017 (% change) | | | | |
|--------------------------|--------------------------|----------------------------------|-----------------------|------------|--------|------------|-----------------------------|-----------------------|------------|--------|------------|--------------------------------------|-----------------------|------------|---------|------------|--------------------------------------|-----------------------|------------|--------|------------|----------------------------------|-----------------------|------------|---------|------------|
| | | 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 | 3,014 | 51 | 108 | 12 | 3,185 | 2,648 | 49 | 118 | - | 2,815 | 13.8% | 3.6% | -8.0% | + | 13.2% | 3,014 | 49 | 119 | 5 | 3,187 | 13.8% | 6.4% | 4.9% | + | 13.5% |
| AARP | AARP Media | 38,557 | 3,912 | 6,890 | - | 49,359 | 37,501 | 3,928 | 3,254 | 33 | 44,716 | 2.8% | -0.4% | 111.7% | -100.0% | 10.4% | 38,557 | 3,554 | 6,506 | - | 48,616 | 2.8% | -6.5% | 95.3% | -100.0% | 8.9% |
| AFAR | AFAR Media | 783 | 79 | 411 | - | 1,273 | 568 | 102 | 235 | - | 905 | 37.9% | -22.5% | 74.9% | - | 40.7% | 678 | 73 | 337 | - | 1,089 | 28.0% | -23.9% | 10.1% | - | 16.8% |
| Allrecipes | Meredith Corporation | 7,806 | 9,214 | 28,047 | 1,142 | 46,210 | 8,189 | 14,212 | 32,732 | 3,063 | 58,196 | -4.7% | -35.2% | -14.3% | -62.7% | -20.6% | 7,806 | 9,691 | 29,706 | 1,190 | 48,392 | -4.7% | -27.5% | -12.7% | -35.2% | -15.7% |
| Allure | Condé Nast | 5,648 | 1,474 | 4,908 | 2,987 | 15,017 | 6,225 | 1,091 | 4,394 | 1,830 | 13,539 | -9.3% | 35.1% | 11.7% | 63.2% | 10.9% | 5,648 | 1,370 | 4,566 | 2,566 | 14,150 | -9.3% | 31.7% | -5.0% | 16.3% | -0.9% |
| Architectural Digest | Condé Nast | 4,047 | 769 | 1,240 | 303 | 6,359 | 4,257 | 449 | 888 | 111 | 5,706 | -4.9% | 71.1% | 39.6% | 173.0% | 11.4% | 4,047 | 685 | 1,457 | 354 | 6,542 | -4.9% | 63.9% | 67.7% | 105.8% | 14.5% |
| Automobile | TEN | 3,295 | 202 | 169 | - | 3,666 | 3,308 | 228 | 193 | - | 3,729 | -0.4% | -11.4% | -12.4% | - | -1.7% | 3,295 | 247 | 189 | - | 3,731 | -0.4% | -30.6% | -0.9% | - | -3.2% |
| Backpacker | Active Interest Media | 1,455 | 204 | 310 | - | 1,969 | 1,298 | 238 | 285 | - | 1,821 | 12.1% | -14.3% | 8.8% | - | 8.1% | 1,455 | 191 | 266 | - | 1,911 | 12.1% | 7.1% | 69.6% | - | 17.1% |
| Better Homes and Gardens | Meredith Corporation | 36,324 | 3,107 | 5,425 | 296 | 45,152 | 36,951 | 4,917 | 5,137 | 615 | 47,620 | -1.7% | -36.8% | 5.6% | -51.9% | -5.2% | 36,324 | 3,591 | 4,733 | 279 | 44,927 | -1.7% | -31.2% | 0.9% | -51.5% | -5.3% |
| Bicycling | Hearst Magazines | 1,334 | 337 | 548 | - | 2,218 | 1,629 | 342 | 708 | - | 2,679 | -18.1% | -1.6% | -22.6% | - | -17.2% | 1,334 | 307 | 484 | 31 | 2,155 | -18.1% | -9.1% | -32.7% | + | -19.7% |
| Birds & Blooms | Trusted Media Brands | 5,017 | 161 | 273 | - | 5,451 | 5,510 | 173 | 335 | - | 6,018 | -8.9% | -6.9% | -18.5% | - | -9.4% | 5,017 | 140 | 212 | - | 5,369 | -8.9% | -5.0% | -40.3% | - | -10.7% |
| Bon Appétit/Epicurious | Condé Nast | 6,592 | 3,340 | 9,358 | 4,168 | 23,458 | 6,880 | 3,871 | 9,433 | 1,946 | 22,130 | -4.2% | -13.7% | -0.8% | 114.2% | 6.0% | 6,592 | 3,459 | 9,863 | 4,028 | 23,942 | -4.2% | -16.2% | -4.5% | 128.2% | 3.6% |
| Brides | Condé Nast | 5,437 | 1,086 | 1,786 | 1,089 | 9,398 | 4,921 | 818 | 1,326 | 576 | 7,641 | 10.5% | 32.8% | 34.7% | 89.1% | 23.0% | 5,437 | 868 | 1,808 | 985 | 9,098 | 10.5% | 3.1% | 33.0% | 126.9% | 20.4% |
| Car and Driver | Hearst Magazines | 8,712 | 2,006 | 5,301 | 86 | 16,105 | 9,451 | 2,482 | 5,133 | - | 17,066 | -7.8% | -19.2% | 3.3% | + | -5.6% | 8,712 | 2,043 | 5,318 | 79 | 16,153 | -7.8% | -15.7% | 5.2% | 15.4% | -5.0% |
| Car Craft | TEN | 2,222 | 42 | 40 | 8 | 2,312 | 2,192 | 53 | 57 | 3 | 2,305 | 1.4% | -19.2% | -29.3% | 132.3% | 0.3% | 2,222 | 49 | 46 | 7 | 2,323 | 1.4% | 0.6% | -13.6% | 7.8% | 1.0% |
| Coastal Living | Meredith Corporation | 4,622 | 230 | 940 | - | 5,793 | 4,206 | 322 | 585 | - | 5,113 | 9.9% | -28.5% | 60.7% | - | 13.3% | 4,622 | 229 | 822 | - | 5,673 | 9.9% | -28.1% | 39.1% | - | 10.9% |
| Condé Nast Traveler | Condé Nast | 3,472 | 985 | 2,914 | 1,840 | 9,211 | 3,376 | 955 | 2,959 | 3,505 | 10,795 | 2.8% | 3.1% | -1.5% | -47.5% | -14.7% | 3,472 | 855 | 2,810 | 1,608 | 8,745 | 2.8% | -12.2% | -14.6% | -15.3% | -8.3% |
| Cooking Light | Meredith Corporation | 9,769 | 955 | 2,625 | 89 | 13,438 | 10,579 | 948 | 2,213 | 80 | 13,819 | -7.7% | 0.7% | 18.6% | 11.8% | -2.8% | 9,769 | 995 | 2,495 | 85 | 13,345 | -7.7% | 12.9% | 14.4% | 3.3% | -2.8% |
| Cosmopolitan | Hearst Magazines | 16,158 | 2,397 | 17,076 | 585 | 36,217 | 17,133 | 2,752 | 12,522 | 367 | 32,775 | -5.7% | -12.9% | 36.4% | 59.4% | 10.5% | 16,158 | 2,354 | 14,064 | 584 | 33,161 | -5.7% | -16.3% | 13.5% | -48.4% | -0.9% |
| Country Living | Hearst Magazines | 11,798 | 2,106 | 9,669 | 200 | 23,773 | 11,657 | 3,029 | 8,934 | 1,096 | 24,716 | 1.2% | -30.5% | 8.2% | -81.7% | -3.8% | 11,798 | 2,162 | 9,103 | 305 | 23,369 | 1.2% | -20.2% | 5.9% | -77.6% | -3.9% |
| Cycle World | Bonnier Corporation | 1,404 | 294 | 519 | 17 | 2,234 | 1,951 | 241 | 396 | - | 2,588 | -28.0% | 22.0% | 31.1% | + | -13.7% | 1,404 | 260 | 480 | 6 | 2,150 | -28.0% | 23.2% | 48.9% | + | -13.5% |
| Departures | Meredith Corporation | 6,436 | 185 | 223 | - | 6,844 | 6,094 | 19 | 91 | - | 6,204 | 5.6% | 872.2% | 145.0% | - | 10.3% | 6,456 | 68 | 102 | - | 6,625 | 4.0% | 123.0% | 95.5% | - | 5.3% |
| Diabetic Living | Meredith Corporation | 6,662 | 145 | 316 | - | 7,123 | 6,153 | 147 | 261 | - | 6,561 | 8.3% | -1.7% | 21.3% | - | 8.6% | 6,662 | 134 | 309 | - | 7,105 | 8.3% | 3.4% | 28.9% | - | 8.9% |
| Dirt Rider | Bonnier Corporation | 1,363 | 100 | 172 | - | 1,635 | 1,346 | 612 | 117 | - | 2,075 | 1.3% | -83.7% | 47.0% | - | -21.2% | 1,363 | 69 | 173 | - | 1,605 | 1.3% | -71.1% | 40.4% | - | -6.1% |
| Discover | Kalmbach Publishing Co. | 2,155 | 160 | 425 | - | 2,740 | 2,199 | 186 | 580 | - | 2,965 | -2.0% | -14.0% | -26.7% | - | -7.6% | 2,146 | 175 | 233 | - | 2,553 | 7.2% | -5.9% | -21.8% | - | 2.7% |
| domino | Domino Media Group, Inc. | 1,195 | 219 | 774 | - | 2,188 | 1,140 | 72 | 511 | - | 1,723 | 4.8% | 204.2% | 51.5% | - | 27.0% | 1,195 | 236 | 682 | - | 2,113 | 4.8% | 174.8% | 1.7% | - | 11.4% |
| EatingWell | Meredith Corporation | 6,803 | 1,544 | 2,756 | - | 11,103 | 6,060 | 2,148 | 2,599 | 95 | 10,902 | 12.3% | -28.1% | 6.0% | -100.0% | 1.8% | 6,803 | 1,457 | 2,791 | 39 | 11,089 | 12.3% | -19.4% | -2.5% | -61.8% | 2.4% |
| Elle | Hearst Magazines | 4,570 | 1,723 | 8,114 | 365 | 14,772 | 5,476 | 1,994 | 5,952 | 1,011 | 14,434 | -16.5% | -13.6% | 36.3% | -63.9% | 2.3% | 4,570 | 1,478 | 6,715 | 369 | 13,132 | -16.5% | -34.1% | 0.6% | -83.2% | -20.9% |
| Elle Decor | Hearst Magazines | 2,231 | 319 | 778 | - | 3,328 | 2,059 | 373 | 686 | - | 3,118 | 8.4% | -14.3% | 13.4% | - | 6.8% | 2,231 | 347 | 1,322 | 343 | 4,243 | 8.4% | -1.9% | 80.7% | -41.4% | 13.8% |
| Entertainment Weekly | Meredith Corporation | 9,360 | 3,349 | 13,147 | 1,539 | 27,395 | 9,929 | 3,312 | 11,906 | 1,989 | 27,135 | -5.7% | 1.1% | 10.4% | -22.6% | 1.0% | 9,360 | 3,712 | 14,092 | 1,641 | 28,806 | -5.7% | -11.4% | 0.9% | -31.1% | -5.5% |
| Entrepreneur | Entrepreneur Media | 3,149 | 2,157 | 3,012 | 9,628 | 17,946 | 3,061 | 3,229 | 2,895 | 410 | 9,595 | 2.9% | -33.2% | 4.0% | 2248.3% | 87.0% | 3,149 | 2,181 | 2,910 | 9,698 | 17,938 | 2.9% | -32.2% | 2.8% | 2856.7% | 90.1% |
| ESPN The Magazine | ESPN, Inc. | 17,459 | 24,805 | 42,168 | 12,081 | 96,513 | 18,397 | 24,214 | 46,634 | 10,082 | 99,327 | -5.1% | 2.4% | -9.6% | 19.8% | -2.8% | 17,459 | 23,686 | 42,417 | 12,166 | 95,728 | -5.1% | 7.3% | -6.8% | 20.8% | -0.4% |

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|-----------------------|------------------------------|----------------------------------|-----------------------|------------|-------|------------|-----------------------------|-----------------------|------------|-------|------------|--------------------------------------|-----------------------|------------|---------|------------|--------------------------------------|-----------------------|------------|-------|------------|----------------------------------|-----------------------|------------|--------|------------|
| | | 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° |
| Esquire | Hearst Magazines | 3,019 | 1,574 | 6,947 | 32 | 11,572 | 3,317 | 1,916 | 4,732 | 308 | 10,274 | -9.0% | -17.9% | 46.8% | -89.6% | 12.6% | 3,019 | 1,500 | 6,248 | 115 | 10,882 | -9.0% | -32.2% | 7.3% | -72.8% | -7.6% |
| Family Circle | Meredith Corporation | 12,747 | 216 | 226 | - | 13,189 | 15,736 | 358 | 251 | - | 16,345 | -19.0% | -39.8% | -9.7% | - | -19.3% | 12,747 | 238 | 201 | - | 13,186 | -19.0% | -11.9% | -16.7% | - | -18.8% |
| FamilyFun | Meredith Corporation | 4,848 | 22 | 65 | 1 | 4,936 | 3,664 | 26 | 74 | 3 | 3,767 | 32.3% | -15.4% | -12.2% | -64.3% | 31.0% | 4,848 | 24 | 70 | 1 | 4,944 | 32.3% | -6.4% | -11.0% | -55.9% | 31.1% |
| Fast Company | Mansueto Ventures | 2,103 | 2,340 | 3,559 | 36 | 8,038 | 2,175 | 2,106 | 2,952 | - | 7,233 | -3.3% | 11.1% | 20.6% | + | 11.1% | 2,103 | 2,247 | 3,488 | 14 | 7,852 | -3.3% | 12.9% | 8.5% | + | 6.4% |
| Field & Stream | Bonnier Corporation | 9,050 | 432 | 1,303 | - | 10,785 | 9,292 | 427 | 1,253 | - | 10,972 | -2.6% | 1.2% | 4.0% | - | -1.7% | 9,050 | 433 | 1,446 | - | 10,929 | -2.6% | 5.2% | 4.3% | - | -1.4% |
| Flying | Bonnier Corporation | 1,041 | 216 | 180 | - | 1,437 | 846 | 156 | 181 | - | 1,183 | 23.0% | 38.5% | -0.6% | - | 21.5% | 1,041 | 162 | 179 | - | 1,382 | 23.0% | 41.3% | 4.7% | - | 22.1% |
| Food & Wine | Meredith Corporation | 7,432 | 1,550 | 4,482 | 152 | 13,616 | 8,150 | 1,375 | 3,828 | 286 | 13,639 | -8.8% | 12.8% | 17.1% | -47.0% | -0.2% | 7,432 | 1,515 | 4,310 | 164 | 13,420 | -8.8% | 16.6% | 44.2% | -24.4% | 6.0% |
| Food Network Magazine | Hearst Magazines | 12,902 | 949 | 3,025 | 102 | 16,978 | 13,874 | 955 | 3,021 | 123 | 17,973 | -7.0% | -0.6% | 0.1% | -16.8% | -5.5% | 12,902 | 936 | 3,026 | 102 | 16,966 | -7.0% | -10.8% | -7.2% | -18.3% | -7.3% |
| Fortune | Meredith Corporation | 3,291 | 3,506 | 7,862 | 1,420 | 16,079 | 3,668 | 4,408 | 8,974 | 1,247 | 18,297 | -10.3% | -20.5% | -12.4% | 13.9% | -12.1% | 3,291 | 3,812 | 8,351 | 1,630 | 17,084 | -10.3% | 10.1% | 32.0% | 35.0% | 16.5% |
| Game & Fish | Outdoor Sportsman Group | 6,310 | 121 | 310 | - | 6,741 | 6,535 | 132 | 342 | - | 7,009 | -3.4% | -8.3% | -9.4% | - | -3.8% | 6,310 | 106 | 276 | - | 6,693 | -3.4% | -11.6% | 1.0% | - | -3.4% |
| Glamour | Condé Nast | 9,846 | 1,340 | 4,297 | 2,754 | 18,237 | 10,485 | 1,554 | 6,974 | 2,716 | 21,729 | -6.1% | -13.8% | -38.4% | 1.4% | -16.1% | 9,846 | 1,302 | 4,343 | 2,567 | 18,058 | -6.1% | -17.5% | -34.5% | -6.4% | -15.8% |
| Golf Digest | Condé Nast | 4,684 | 782 | 2,506 | 1,092 | 9,064 | 5,131 | 725 | 1,825 | 496 | 8,176 | -8.7% | 7.9% | 37.3% | 120.2% | 10.9% | 4,684 | 685 | 2,154 | 1,495 | 9,018 | -8.7% | 11.0% | 34.1% | 269.0% | 16.2% |
| Good Housekeeping | Hearst Magazines | 19,451 | 2,492 | 10,274 | 368 | 32,585 | 19,468 | 3,693 | 7,431 | 981 | 31,573 | -0.1% | -32.5% | 38.3% | -62.5% | 3.2% | 19,451 | 2,564 | 9,341 | 644 | 32,000 | -0.1% | -15.6% | 27.7% | 35.2% | 5.6% |
| GQ | Condé Nast | 6,022 | 1,288 | 5,371 | 4,767 | 17,448 | 6,417 | 1,773 | 6,085 | 1,815 | 16,090 | -6.2% | -27.4% | -11.7% | 162.6% | 8.4% | 6,022 | 1,468 | 5,740 | 4,078 | 17,308 | -6.2% | -26.8% | -24.3% | 37.7% | -8.7% |
| Guns & Ammo | Outdoor Sportsman Group | 11,674 | 189 | 408 | - | 12,271 | 11,106 | 217 | 410 | - | 11,733 | 5.1% | -12.9% | -0.5% | - | 4.6% | 11,674 | 176 | 433 | - | 12,283 | 5.1% | -25.3% | 6.9% | - | 4.6% |
| Harper's Bazaar | Hearst Magazines | 3,030 | 965 | 7,210 | 746 | 11,952 | 3,073 | 1,312 | 3,872 | 1,828 | 10,086 | -1.4% | -26.4% | 86.2% | -59.2% | 18.5% | 3,030 | 1,065 | 8,216 | 627 | 12,938 | -1.4% | -14.6% | 96.5% | -69.9% | 22.2% |
| Health | Meredith Corporation | 9,294 | 1,749 | 6,138 | 345 | 17,526 | 8,918 | 2,007 | 6,499 | 223 | 17,647 | 4.2% | -12.9% | -5.6% | 55.1% | -0.7% | 9,294 | 1,755 | 5,877 | 326 | 17,252 | 4.2% | -15.0% | -9.0% | 74.2% | -2.1% |
| HGTV Magazine | Hearst Magazines | 10,382 | 165 | 311 | 15 | 10,873 | 9,455 | 143 | 300 | 20 | 9,918 | 9.8% | 15.4% | 3.9% | -27.6% | 9.6% | 10,382 | 186 | 375 | 18 | 10,962 | 9.8% | 7.5% | 7.1% | -27.0% | 9.6% |
| Hot Rod | TEN | 5,409 | 162 | 153 | 30 | 5,754 | 5,573 | 201 | 216 | 13 | 6,003 | -2.9% | -19.2% | -29.3% | 132.3% | -4.1% | 5,409 | 186 | 175 | 24 | 5,793 | -2.9% | 0.4% | -13.7% | -3.8% | -3.2% |
| House Beautiful | Hearst Magazines | 5,288 | 528 | 2,541 | 56 | 8,414 | 6,079 | 1,285 | 2,025 | 75 | 9,463 | -13.0% | -58.9% | 25.5% | -24.3% | -11.1% | 5,288 | 554 | 2,291 | 100 | 8,233 | -13.0% | -46.2% | 27.5% | 115.2% | -8.0% |
| In-Fisherman | Outdoor Sportsman Group | 3,903 | 64 | - | - | 3,967 | 3,944 | 26 | - | - | 3,970 | -1.0% | 146.2% | - | - | -0.1% | 3,903 | 63 | 39 | - | 4,005 | -1.0% | 65.8% | 10.5% | - | -0.3% |
| InStyle | Meredith Corporation | 8,155 | 1,371 | 4,252 | 212 | 13,990 | 9,047 | 1,229 | 3,088 | 180 | 13,544 | -9.9% | 11.5% | 37.7% | 17.4% | 3.3% | 8,155 | 1,317 | 4,085 | 227 | 13,784 | -9.9% | -3.0% | 25.1% | 104.7% | 0.0% |
| Kraft Food & Family | Meredith Corporation | 2,250 | 1,436 | 4,144 | - | 7,830 | 2,250 | 1,788 | 5,169 | 22 | 9,228 | 0.0% | -19.6% | -19.8% | -100.0% | -15.1% | 2,250 | 1,371 | 3,763 | 1 | 7,385 | 0.0% | -23.7% | -22.3% | -99.3% | -17.7% |
| Marie Claire | Hearst Magazines | 2,938 | 1,062 | 5,769 | 607 | 10,376 | 3,360 | 1,238 | 3,839 | 1,171 | 9,608 | -12.6% | -14.2% | 50.3% | -48.1% | 8.0% | 2,938 | 889 | 5,604 | 857 | 10,288 | -12.6% | -32.6% | 64.9% | -69.6% | -5.6% |
| Martha Stewart Living | Meredith Corporation | 7,725 | 2,417 | 5,857 | 656 | 16,654 | 8,519 | 2,705 | 4,820 | 786 | 16,829 | -9.3% | -10.6% | 21.5% | -16.5% | -1.0% | 7,725 | 2,232 | 5,407 | 561 | 15,925 | -9.3% | -9.7% | 10.6% | -19.2% | -3.9% |
| Men's Health | Hearst Magazines | 13,392 | 1,215 | 4,491 | 251 | 19,349 | 13,575 | 1,452 | 5,587 | 230 | 20,843 | -1.3% | -16.3% | -19.6% | 9.1% | -7.2% | 13,392 | 1,272 | 4,693 | 363 | 19,720 | -1.3% | -15.4% | -14.6% | 29.7% | -5.4% |
| Men's Journal | American Media, Inc. | 2,843 | 316 | 1,103 | - | 4,262 | 2,703 | 597 | 1,533 | - | 4,833 | 5.2% | -47.1% | -28.1% | - | -11.8% | 2,843 | 271 | 1,094 | 39 | 4,247 | 5.2% | -53.8% | -26.2% | + | -11.0% |
| Midwest Living | Meredith Corporation | 2,661 | 265 | 558 | - | 3,484 | 3,247 | 309 | 545 | - | 4,102 | -18.0% | -14.3% | 2.3% | - | -15.1% | 2,661 | 248 | 522 | - | 3,431 | -18.0% | -15.6% | 4.0% | - | -15.1% |
| Money | Meredith Corporation | 5,814 | 2,281 | 6,999 | 122 | 15,215 | 5,978 | 1,412 | 2,890 | 8 | 10,288 | -2.7% | 61.5% | 142.2% | 1498.5% | 47.9% | 5,814 | 2,234 | 6,563 | 68 | 14,679 | -2.7% | 49.8% | 106.3% | 619.3% | 37.7% |
| Mother Earth News | Ogden Publications | 2,671 | 172 | 722 | - | 3,565 | 2,702 | 406 | 1,300 | - | 4,408 | -1.1% | -57.6% | -44.5% | - | -19.1% | 2,671 | 166 | 555 | - | 3,392 | -1.1% | -54.0% | -44.2% | - | -16.4% |
| Motor Trend | TEN | 6,565 | 1,493 | 1,745 | 528 | 10,331 | 6,922 | 1,296 | 1,448 | 828 | 10,494 | -5.2% | 15.2% | 20.5% | -36.2% | -1.6% | 6,565 | 1,509 | 1,977 | 642 | 10,692 | -5.2% | 7.0% | 45.1% | -31.7% | 0.5% |
| Motorcyclist | Bonnier Corporation | 1,928 | 117 | 196 | - | 2,241 | 1,408 | 103 | 143 | - | 1,654 | 36.9% | 13.6% | 37.1% | - | 35.5% | 1,928 | 112 | 184 | - | 2,224 | 36.9% | 76.3% | 66.1% | - | 40.6% |
| Muscle & Fitness | American Media, Inc. | 6,450 | 533 | 1,399 | 29 | 8,411 | 6,438 | 685 | 2,304 | 35 | 9,462 | 0.2% | -22.2% | -39.3% | -17.1% | -11.1% | 6,450 | 595 | 1,596 | 18 | 8,658 | 0.2% | -9.5% | -28.5% | -30.3% | -7.4% |
| National Enquirer | American Media, Inc. | 5,476 | 171 | 337 | - | 5,984 | 6,965 | 219 | 500 | - | 7,684 | -21.4% | -22.0% | -32.6% | - | -22.1% | 5,476 | 160 | 335 | 14 | 5,985 | -21.4% | -23.6% | -32.6% | + | -22.0% |
| National Geographic | National Geographic Partners | 32,225 | 3,606 | 5,434 | 242 | 41,507 | 30,764 | 4,288 | 6,050 | 493 | 41,595 | 4.7% | -15.9% | -10.2% | -51.0% | -0.2% | 32,225 | 3,474 | 4,827 | 209 | 40,735 | 4.7% | -15.3% | -14.4% | -31.1% | -0.2% |

| Magazine Brand | Publishing Company | CURRENT MONTH - March 2018 (000) | | | | | YEAR AGO - March 2017 (000) | | | | | March 2018 vs. March 2017 (% change) | | | | | YTD AVERAGE - as of March 2018 (000) | | | | | YTD 2018 vs. YTD 2017 (% change) | | | | |
|------------------------------|------------------------------|----------------------------------|-----------------------|------------|-------|------------|-----------------------------|-----------------------|------------|-------|------------|--------------------------------------|-----------------------|------------|---------|------------|--------------------------------------|-----------------------|------------|-------|------------|----------------------------------|-----------------------|------------|---------|------------|
| | | 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° |
| National Geographic Kids | National Geographic Partners | 7,100 | 276 | 417 | 19 | 7,811 | 6,992 | 329 | 464 | 38 | 7,822 | 1.5% | -15.9% | -10.2% | -51.0% | -0.1% | 7,100 | 266 | 370 | 16 | 7,752 | 1.5% | -15.3% | -14.4% | -31.1% | -0.1% |
| National Geographic Traveler | National Geographic Partners | 12,161 | 370 | 558 | 25 | 13,113 | 11,135 | 440 | 621 | 51 | 12,246 | 9.2% | -15.9% | -10.2% | -51.0% | 7.1% | 12,161 | 356 | 495 | 21 | 13,034 | 9.2% | -15.3% | -14.4% | -31.1% | 7.1% |
| New York Magazine | New York Media | 3,291 | 6,707 | 20,766 | 431 | 31,195 | 2,514 | 5,327 | 16,597 | 465 | 24,903 | 30.9% | 25.9% | 25.1% | -7.3% | 25.3% | 3,291 | 6,634 | 20,893 | 355 | 31,172 | 30.9% | 18.4% | 18.2% | -16.9% | 18.9% |
| O, The Oprah Magazine | Hearst Magazines | 9,992 | 828 | 1,261 | 37 | 12,118 | 9,547 | 816 | 1,539 | 1,062 | 12,964 | 4.7% | 1.5% | -18.1% | -96.5% | -6.5% | 9,992 | 739 | 1,210 | 50 | 11,990 | 4.7% | 2.1% | -9.7% | -95.3% | -5.3% |
| OK! Magazine | American Media, Inc. | 4,087 | 204 | 2,040 | - | 6,330 | 4,940 | 304 | 2,048 | - | 7,292 | -17.3% | -33.0% | -0.4% | - | -13.2% | 4,087 | 211 | 1,852 | - | 6,150 | -17.3% | -70.6% | -7.0% | -100.0% | -19.8% |
| Outdoor Life | Bonnier Corporation | 6,493 | 426 | 846 | 10 | 7,775 | 5,975 | 276 | 717 | - | 6,968 | 8.7% | 54.3% | 18.0% | + | 11.6% | 6,493 | 367 | 1,016 | 3 | 7,879 | 8.7% | 40.4% | 42.6% | + | 13.4% |
| Outside | Mariah Media | 2,807 | 611 | 1,556 | - | 4,974 | 2,290 | 723 | 1,515 | - | 4,528 | 22.6% | -15.5% | 2.7% | - | 9.8% | 2,807 | 615 | 1,498 | - | 4,920 | 22.6% | -8.7% | 4.5% | - | 11.9% |
| Parents | Meredith Corporation | 11,861 | 1,310 | 4,365 | 113 | 17,649 | 12,067 | 1,712 | 5,607 | 216 | 19,602 | -1.7% | -23.5% | -22.2% | -47.8% | -10.0% | 11,861 | 1,316 | 4,756 | 124 | 18,057 | -1.7% | -17.3% | -17.9% | -38.0% | -8.1% |
| People | Meredith Corporation | 39,141 | 6,244 | 28,690 | 3,924 | 77,999 | 42,448 | 5,906 | 25,552 | 4,212 | 78,118 | -7.8% | 5.7% | 12.3% | -6.8% | -0.2% | 39,141 | 7,275 | 30,854 | 4,042 | 81,311 | -7.8% | 21.0% | 16.2% | -7.0% | 2.5% |
| People en Español | Meredith Corporation | 6,967 | 33 | 858 | - | 7,858 | 7,050 | 91 | 815 | 37 | 7,993 | -1.2% | -63.7% | 5.2% | -100.0% | -1.7% | 6,967 | 102 | 829 | - | 7,898 | -1.2% | 10.8% | -3.9% | -100.0% | -1.8% |
| Petersen's Hunting | Outdoor Sportsman Group | 4,453 | 14 | 59 | - | 4,526 | 4,435 | 20 | 54 | - | 4,509 | 0.4% | -30.0% | 9.3% | - | 0.4% | 4,453 | 22 | 71 | - | 4,546 | 0.4% | -7.0% | -2.3% | - | 0.3% |
| Playboy | Playboy Enterprises Inc. | 3,473 | 220 | 376 | 97 | 4,166 | 3,677 | 686 | 2,415 | 226 | 7,004 | -5.5% | -67.9% | -84.4% | -57.1% | -40.5% | 3,473 | 226 | 418 | 102 | 4,218 | -5.5% | -63.4% | -85.9% | -63.5% | -44.1% |
| Popular Mechanics | Hearst Magazines | 7,314 | 1,590 | 4,351 | 75 | 13,331 | 7,202 | 2,142 | 3,509 | 89 | 12,941 | 1.6% | -25.8% | 24.0% | -15.2% | 3.0% | 7,314 | 1,492 | 3,615 | 64 | 12,486 | 1.6% | -26.1% | 4.5% | -34.6% | -2.3% |
| Popular Science | Bonnier Corporation | 8,780 | 1,365 | 2,735 | 87 | 12,967 | 7,565 | 1,530 | 1,506 | 10 | 10,611 | 16.1% | -10.8% | 81.6% | 770.0% | 22.2% | 8,780 | 1,365 | 2,792 | 77 | 13,014 | 16.1% | 29.1% | 83.2% | 81.3% | 27.7% |
| Prevention | Hearst Magazines | 6,519 | 1,445 | 5,301 | 541 | 13,806 | 6,670 | 2,222 | 5,270 | 146 | 14,308 | -2.3% | -35.0% | 0.6% | 270.1% | -3.5% | 6,519 | 1,530 | 5,670 | 542 | 14,261 | -2.3% | -23.8% | 7.8% | 345.0% | 1.4% |
| Rachael Ray Every Day | Meredith Corporation | 5,942 | 137 | 345 | - | 6,424 | 6,081 | 227 | 412 | - | 6,720 | -2.3% | -39.7% | -16.3% | - | -4.4% | 5,942 | 138 | 344 | - | 6,424 | -2.3% | -6.6% | 1.1% | - | -2.2% |
| Reader's Digest | Trusted Media Brands | 18,133 | 1,951 | 4,764 | 28 | 24,876 | 19,128 | 2,004 | 2,386 | - | 23,518 | -5.2% | -2.6% | 99.7% | + | 5.8% | 18,133 | 2,453 | 6,064 | 40 | 26,691 | -5.2% | 12.8% | 121.0% | + | 11.0% |
| Real Simple | Meredith Corporation | 7,071 | 1,704 | 4,164 | 310 | 13,249 | 7,432 | 2,286 | 5,396 | 270 | 15,384 | -4.9% | -25.5% | -22.8% | 14.9% | -13.9% | 7,071 | 1,695 | 4,342 | 259 | 13,367 | -4.9% | -32.5% | -25.7% | 21.9% | -16.4% |
| Redbook | Hearst Magazines | 5,022 | 443 | 2,460 | 260 | 8,185 | 5,509 | 657 | 2,014 | 1,522 | 9,703 | -8.8% | -32.6% | 22.2% | -82.9% | -15.6% | 5,022 | 435 | 2,649 | 124 | 8,231 | -8.8% | -45.8% | 20.3% | -86.4% | -12.7% |
| Road & Track | Hearst Magazines | 2,775 | 614 | 1,916 | 12 | 5,317 | 2,871 | 753 | 1,713 | - | 5,337 | -3.3% | -18.5% | 11.9% | + | -0.4% | 2,775 | 668 | 2,082 | 21 | 5,545 | -3.3% | -19.3% | 13.2% | + | 0.1% |
| Runner's World | Hearst Magazines | 2,221 | 830 | 2,379 | 331 | 5,761 | 2,686 | 1,121 | 4,256 | 116 | 8,179 | -17.3% | -25.9% | -44.1% | 185.1% | -29.6% | 2,221 | 817 | 2,292 | 303 | 5,633 | -17.3% | -16.2% | -29.4% | 426.0% | -19.1% |
| Saveur | Bonnier Corporation | 621 | 772 | 1,479 | 71 | 2,943 | 763 | 504 | 979 | - | 2,246 | -18.6% | 53.2% | 51.1% | + | 31.0% | 624 | 646 | 1,590 | 43 | 2,904 | -16.6% | 37.7% | 58.1% | 230.8% | 29.8% |
| Seventeen | Hearst Magazines | 7,183 | 525 | 1,746 | 203 | 9,657 | 7,154 | 724 | 2,166 | 74 | 10,117 | 0.4% | -27.5% | -19.4% | 175.2% | -4.6% | 7,183 | 535 | 1,663 | 184 | 9,564 | 0.4% | -30.9% | -21.7% | 83.6% | -5.8% |
| Shape | Meredith Corporation | 5,384 | 2,398 | 5,451 | 108 | 13,341 | 5,890 | 3,118 | 5,993 | 126 | 15,127 | -8.6% | -23.1% | -9.0% | -14.6% | -11.8% | 5,384 | 2,681 | 5,318 | 117 | 13,500 | -8.6% | -25.5% | -6.6% | -47.0% | -12.4% |
| Ski | Active Interest Media | 1,331 | 9 | - | - | 1,340 | 1,389 | 29 | 31 | - | 1,449 | -4.2% | -69.0% | -100.0% | - | -7.5% | 1,331 | 10 | - | - | 1,341 | -4.2% | -67.0% | ##### | - | -10.4% |
| Smithsonian | Smithsonian Enterprises | 7,538 | 1,875 | 4,997 | - | 14,410 | 7,253 | 1,584 | 3,674 | 153 | 12,664 | 3.9% | 18.4% | 36.0% | -100.0% | 13.8% | 7,538 | 1,927 | 4,649 | - | 14,114 | 3.9% | 17.2% | 13.7% | -100.0% | 7.2% |
| Soap Opera Digest | American Media, Inc. | 2,955 | 29 | 138 | - | 3,121 | 2,887 | 48 | 125 | - | 3,061 | 2.4% | -41.1% | 9.9% | - | 2.0% | 2,955 | 35 | 140 | - | 3,131 | 2.4% | -31.0% | 15.0% | - | 2.3% |
| Southern Living | Meredith Corporation | 15,932 | 1,595 | 4,838 | 256 | 22,620 | 15,855 | 1,632 | 3,964 | 234 | 21,684 | 0.5% | -2.3% | 22.1% | 9.2% | 4.3% | 15,932 | 1,485 | 4,457 | 217 | 22,092 | 0.5% | -6.6% | 23.2% | 33.3% | 4.1% |
| Sports Illustrated | Meredith Corporation | 17,643 | 3,473 | 9,867 | 1,952 | 32,934 | 18,599 | 3,327 | 8,215 | 2,167 | 32,307 | -5.1% | 4.4% | 20.1% | -9.9% | 1.9% | 17,643 | 4,538 | 13,976 | 2,402 | 38,559 | -5.1% | 21.6% | 45.1% | -1.3% | 12.1% |
| Star | American Media, Inc. | 5,461 | 38 | 86 | - | 5,585 | 6,390 | 26 | 247 | - | 6,663 | -14.5% | 49.9% | -65.3% | - | -16.2% | 5,461 | 36 | 97 | - | 5,594 | -14.5% | 12.3% | -52.1% | - | -15.6% |
| Street Rodder | TEN | 2,222 | 97 | 91 | 18 | 2,428 | 2,421 | 120 | 129 | 8 | 2,677 | -8.2% | -19.2% | -29.3% | 132.3% | -9.3% | 2,222 | 111 | 104 | 16 | 2,453 | -8.2% | 0.6% | -14.0% | 9.7% | -8.0% |
| Taste of Home | Trusted Media Brands | 12,821 | 4,005 | 11,330 | 90 | 28,246 | 13,241 | 3,847 | 8,092 | 29 | 25,209 | -3.2% | 4.1% | 40.0% | 210.3% | 12.0% | 12,821 | 3,839 | 10,920 | 41 | 27,621 | -3.2% | 6.7% | 54.6% | 64.0% | 15.4% |
| Texas Monthly | GP TM Acquisition, LLC | 2,384 | 281 | 486 | - | 3,151 | 2,088 | 219 | 579 | - | 2,886 | 14.2% | 28.3% | -16.1% | - | 9.2% | 2,384 | 260 | 470 | - | 3,115 | 14.2% | 17.8% | -23.6% | - | 6.5% |
| The Atlantic | Atlantic Media | 2,311 | 6,065 | 12,500 | 141 | 21,017 | 2,149 | 5,879 | 11,862 | 28 | 19,918 | 7.5% | 3.2% | 5.4% | 403.6% | 5.5% | 2,311 | 6,365 | 13,465 | 100 | 22,241 | 7.5% | 3.4% | -6.8% | 27.7% | -2.6% |
| The Economist | The Economist Group | 2,580 | 1,721 | 1,814 | - | 6,115 | 2,631 | 1,909 | 2,039 | 219 | 6,798 | -1.9% | -9.8% | -11.0% | -100.0% | -10.0% | 2,580 | 1,649 | 1,684 | 2 | 5,915 | -1.9% | -5.7% | -13.8% | -98.4% | -8.2% |

| Magazine Brand | Publishing Company | CURRENT MONTH - March 2018 (000) | | | | | YEAR AGO - March 2017 (000) | | | | | March 2018 vs. March 2017 (% change) | | | | | YTD AVERAGE - as of March 2018 (000) | | | | | YTD 2018 vs. YTD 2017 (% change) | | | | |
|------------------------------|------------------------------|----------------------------------|----------------------|----------------|---------------|------------------|-----------------------------|----------------------|----------------|---------------|------------------|--------------------------------------|----------------------|-------------|--------------|-------------|--------------------------------------|----------------------|----------------|---------------|------------------|----------------------------------|----------------------|-------------|--------------|-------------|
| | | 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° |
| The Family Handyman | Trusted Media Brands | 4,937 | 1,569 | 3,448 | 42 | 9,996 | 4,761 | 1,910 | 2,709 | - | 9,380 | 3.7% | -17.9% | 27.3% | + | 6.6% | 4,937 | 1,577 | 3,450 | 44 | 10,008 | 3.7% | -17.0% | 56.6% | + | 12.9% |
| The New Yorker | Condé Nast | 5,327 | 3,589 | 9,076 | 1,911 | 19,903 | 4,858 | 3,841 | 10,021 | 1,332 | 20,052 | 9.7% | -6.6% | -9.4% | 43.5% | -0.7% | 5,327 | 3,627 | 8,240 | 2,175 | 19,368 | 9.7% | -7.7% | -26.0% | 105.5% | -7.7% |
| This Old House | This Old House Ventures, LLC | 6,810 | 984 | 2,098 | 507 | 10,399 | 5,949 | 1,084 | 1,958 | 38 | 9,029 | 14.5% | -9.2% | 7.2% | 1234.2% | 15.2% | 6,810 | 977 | 1,862 | 525 | 10,174 | 14.5% | -4.0% | 2.5% | 4047.4% | 15.7% |
| Time | Meredith Corporation | 18,337 | 10,434 | 25,150 | 4,203 | 58,124 | 18,399 | 7,001 | 16,730 | 2,844 | 44,974 | -0.3% | 49.0% | 50.3% | 47.8% | 29.2% | 18,337 | 8,959 | 23,330 | 4,699 | 55,326 | -0.3% | 27.3% | 10.8% | 37.7% | 10.9% |
| Town & Country | Hearst Magazines | 3,355 | 986 | 3,920 | 565 | 8,825 | 3,197 | 792 | 1,520 | 853 | 6,362 | 4.9% | 24.5% | 157.8% | -33.8% | 38.7% | 3,355 | 891 | 3,579 | 395 | 8,220 | 4.9% | 39.6% | 178.2% | -63.5% | 32.5% |
| Traditional Home | Meredith Corporation | 4,339 | 49 | 80 | - | 4,468 | 4,284 | 24 | 88 | - | 4,396 | 1.3% | 104.2% | -9.9% | - | 1.6% | 4,339 | 62 | 83 | - | 4,484 | 1.3% | 59.4% | 3.8% | - | 1.8% |
| Travel + Leisure | Meredith Corporation | 6,921 | 1,787 | 4,651 | 275 | 13,634 | 6,583 | 1,707 | 4,540 | 435 | 13,266 | 5.1% | 4.7% | 2.4% | -36.9% | 2.8% | 6,921 | 1,811 | 4,617 | 214 | 13,564 | 5.1% | -1.5% | 1.1% | -31.9% | 1.9% |
| Us Weekly | American Media, Inc. | 10,668 | 2,350 | 15,542 | 28 | 28,588 | 12,116 | 3,005 | 11,971 | 96 | 27,188 | -12.0% | -21.8% | 29.8% | -70.8% | 5.1% | 10,668 | 2,648 | 16,488 | 35 | 29,839 | -12.0% | -37.0% | 9.0% | -77.4% | -5.6% |
| Vanity Fair | Condé Nast | 7,973 | 2,838 | 8,350 | 6,548 | 25,709 | 7,926 | 2,990 | 8,486 | 5,361 | 24,762 | 0.6% | -5.1% | -1.6% | 22.1% | 3.8% | 7,973 | 3,038 | 8,944 | 5,951 | 25,906 | 0.6% | -1.0% | -11.3% | 27.5% | 0.6% |
| Veranda | Hearst Magazines | 1,301 | - | 120 | - | 1,421 | 1,228 | 189 | 106 | - | 1,523 | 5.9% | -100.0% | 13.7% | - | -6.7% | 1,301 | 18 | 86 | 9 | 1,414 | 5.9% | -77.0% | -37.1% | + | -2.0% |
| Vogue | Condé Nast | 11,273 | 1,460 | 4,441 | 4,460 | 21,634 | 11,659 | 1,653 | 3,358 | 2,330 | 19,000 | -3.3% | -11.7% | 32.2% | 91.4% | 13.9% | 11,273 | 1,557 | 4,436 | 3,386 | 20,652 | -3.3% | -10.7% | 23.6% | 85.3% | 9.7% |
| W | Condé Nast | 1,066 | 538 | 1,343 | 731 | 3,678 | 1,075 | 258 | 633 | 458 | 2,424 | -0.8% | 108.7% | 112.2% | 59.6% | 51.8% | 816 | 568 | 1,622 | 824 | 3,830 | -3.7% | 115.6% | 136.1% | 3.7% | 47.8% |
| WebMD Magazine | WebMD, LLC | 12,112 | 12,787 | 35,938 | 12 | 60,849 | 11,017 | 15,407 | 35,174 | 19 | 61,617 | 9.9% | -17.0% | 2.2% | -36.8% | -1.2% | 12,112 | 13,036 | 37,267 | 11 | 62,426 | 9.9% | -11.2% | 9.1% | -62.1% | 4.3% |
| Wired | Condé Nast | 3,622 | 3,512 | 5,977 | 4,072 | 17,183 | 3,013 | 3,541 | 6,293 | 3,368 | 16,215 | 20.2% | -0.8% | -5.0% | 20.9% | 6.0% | 3,622 | 3,749 | 6,662 | 4,062 | 18,095 | 20.2% | 8.7% | 1.2% | 62.5% | 16.4% |
| Woman's Day | Hearst Magazines | 15,503 | 655 | 1,866 | 50 | 18,074 | 16,531 | 1,118 | 3,091 | 18 | 20,758 | -6.2% | -41.4% | -39.6% | 177.5% | -12.9% | 15,503 | 586 | 1,726 | 79 | 17,894 | -6.2% | -41.8% | -47.0% | -7.7% | -14.3% |
| Women's Health | Hearst Magazines | 11,950 | 1,341 | 5,478 | 475 | 19,244 | 11,341 | 2,256 | 6,318 | 118 | 20,032 | 5.4% | -40.6% | -13.3% | 303.7% | -3.9% | 11,950 | 1,297 | 5,476 | 505 | 19,228 | 5.4% | -29.3% | -10.9% | 266.4% | -1.2% |
| Yoga Journal | Active Interest Media | 1,899 | 253 | 523 | - | 2,675 | 1,966 | 260 | 200 | - | 2,426 | -3.4% | -2.7% | 161.5% | - | 10.3% | 1,899 | 264 | 541 | - | 2,704 | -3.4% | -28.1% | 147.4% | - | 6.0% |
| Total (000) | | 881,030 | 200,099 | 553,642 | 84,016 | 1,718,786 | 895,955 | 219,601 | 510,221 | 69,464 | 1,695,241 | -1.7% | -8.9% | 8.5% | 20.9% | 1.4% | 880,689 | 201,047 | 555,963 | 83,453 | 1,721,152 | -1.7% | -7.0% | 5.8% | 18.0% | 0.8% |
| Share by Platform (%) | | 51.3% | 11.6% | 32.2% | 4.9% | 100.0% | 52.9% | 13.0% | 30.1% | 4.1% | 100.0% | | | | | | 51.2% | 11.7% | 32.3% | 4.8% | 100.0% | | | | | |

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 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Spring 2018 and Spring 2017 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; March 2018 and March 2017; U.S.
- Mobile Web: comScore Mobile Metrix; March 2018 and March 2017; U.S.
- Video: comScore Video Metrix; March 2018 and March 2017; U.S.

- Year to Date**
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 and Spring 2018 and 2017 (all data for Ipsos Fall 2016 and Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; January 2018-March 2018 and January 2017-March 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-March 2018 and January 2017-March 2017; U.S.
- Video: comScore Video Metrix; January 2018-March 2018 and January 2017-March 2017; U.S.

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print + digital editions net audience
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ 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 P6+ 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 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 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 119 magazine media brands from 27 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 November 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 on a quarterly basis.