

Magazine Brand	Publishing Company	CURRENT MONTH - May 2017 (000)					YEAR AGO - May 2016 (000)					May 2017 vs. May 2016 (% change)					YTD AVERAGE - as of May 2017 (000)					YTD 2017 vs. YTD 2016 (% 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	46	98	-	3,158	2,648	50	119	-	2,817	13.8%	-8.0%	-17.6%	-	12.1%	2,896	57	131	-	3,083	24.0%	-17.5%	-14.1%	-100.0%	19.6%
AARP	AARP Media	38,717	3,559	3,009	-	45,285	36,621	3,723	3,911	-	44,255	5.7%	-4.4%	-23.1%	-	2.3%	37,744	3,650	3,159	22	44,576	4.3%	-5.4%	-31.3%	-83.9%	-0.5%
Allrecipes	Meredith Corporation	7,833	11,201	28,379	955	48,368	7,645	11,740	30,103	556	50,044	2.5%	-4.6%	-5.7%	71.8%	-3.3%	8,118	12,799	32,320	1,612	54,849	6.5%	-0.3%	6.6%	240.4%	7.0%
Allure	Condé Nast	5,563	1,199	5,546	1,711	14,019	5,717	1,160	4,005	328	11,210	-2.7%	3.3%	38.5%	421.8%	25.1%	6,093	1,098	5,066	1,962	14,218	14.5%	-7.4%	44.7%	549.2%	37.9%
Architectural Digest	Condé Nast	4,645	508	1,180	245	6,577	3,785	452	862	-	5,099	22.7%	12.4%	36.8%	+	29.0%	4,335	435	949	263	5,981	17.4%	-8.3%	-1.9%	15801.1%	16.5%
Automobile	TEN	3,693	202	232	-	4,127	3,037	258	297	59	3,651	21.6%	-21.7%	-21.9%	-100.0%	13.0%	3,385	293	205	-	3,882	-2.7%	2.3%	-37.6%	-100.0%	-7.0%
Autoweek	Crain Communications, Inc.	2,629	375	845	-	3,849	2,437	383	635	-	3,455	7.9%	-2.1%	33.1%	-	11.4%	2,828	435	950	-	4,214	32.2%	13.5%	67.0%	-	36.3%
Backpacker	Active Interest Media	1,298	283	247	-	1,828	1,157	203	96	-	1,456	12.2%	39.4%	157.3%	-	25.5%	1,298	212	204	-	1,714	12.2%	41.9%	135.9%	-	23.0%
Better Homes and Gardens	Meredith Corporation	37,864	4,973	5,773	496	49,106	37,399	3,682	6,812	227	48,120	1.2%	35.1%	-15.3%	118.5%	2.0%	37,134	5,078	5,080	557	47,849	1.2%	38.4%	-23.4%	143.1%	1.4%
Bicycling	Rodale Inc.	1,397	414	980	-	2,791	1,588	443	1,176	-	3,207	-12.0%	-6.5%	-16.7%	-	-13.0%	1,583	369	813	-	2,765	0.4%	8.9%	-1.8%	-	0.8%
Bon Appétit/Epicurious	Condé Nast	7,252	3,608	9,988	2,373	23,221	6,581	4,795	10,896	1,500	23,772	10.2%	-24.8%	-8.3%	58.3%	-2.3%	6,954	3,978	10,213	2,267	23,413	4.0%	-20.9%	-2.3%	26.9%	-2.3%
Brides	Condé Nast	5,261	815	1,527	1,092	8,695	4,468	867	1,597	49	6,981	17.7%	-6.0%	-4.4%	2111.6%	24.6%	4,989	831	1,447	724	7,991	4.8%	4.7%	-16.3%	857.7%	8.6%
Car and Driver	Hearst Magazines	9,507	2,238	5,002	68	16,815	8,514	2,846	5,041	126	16,526	11.7%	-21.4%	-0.8%	-45.8%	1.7%	9,462	2,348	5,054	68	16,933	10.6%	-15.2%	5.9%	-48.0%	4.4%
Car Craft	TEN	2,139	44	45	10	2,238	1,991	58	91	20	2,160	7.4%	-24.1%	-50.5%	-50.0%	3.6%	2,181	47	52	7	2,287	15.6%	-16.5%	-43.2%	-71.8%	11.1%
Coastal Living	Time Inc.	4,986	217	625	-	5,828	3,831	311	698	-	4,839	30.1%	-30.1%	-10.4%	-	20.4%	4,362	293	602	-	5,257	7.3%	17.7%	-0.1%	-	6.9%
Condé Nast Traveler	Condé Nast	3,527	949	3,195	456	8,127	3,230	932	2,748	49	6,959	9.2%	1.8%	16.3%	823.0%	16.8%	3,406	959	3,220	1,517	9,103	3.2%	10.3%	27.2%	1907.8%	34.3%
Cooking Light	Time Inc.	9,839	817	1,912	52	12,619	10,987	1,516	3,864	-	16,367	-10.4%	-46.1%	-50.5%	+	-22.9%	10,431	863	2,098	74	13,467	-5.2%	-50.4%	-47.8%	231.3%	-19.7%
Cosmopolitan	Hearst Magazines	16,631	2,261	11,014	199	30,105	16,117	2,589	12,072	1,023	31,801	3.2%	-12.7%	-8.8%	-80.5%	-5.3%	17,033	2,559	11,846	1,109	32,545	11.5%	-17.1%	-8.6%	54.5%	1.6%
Country Living	Hearst Magazines	12,155	2,749	9,779	467	25,150	11,685	2,180	6,273	-	20,138	4.0%	26.1%	55.9%	+	24.9%	11,757	2,686	8,973	1,077	24,492	-0.3%	11.1%	30.8%	2615.7%	16.1%
Cycle World	Bonnier Corporation	1,542	253	424	-	2,219	2,045	230	350	-	2,625	-24.6%	10.0%	21.1%	-	-15.5%	1,869	228	357	-	2,454	-4.3%	35.9%	20.2%	-	1.5%
Departures	* Time Inc.	6,436	15	26	-	6,477	6,094	21	-	-	6,115	5.6%	-27.1%	+	-	5.9%	6,436	49	47	-	6,532	5.6%	-70.2%	93.6%	-	4.0%
Diabetic Living	* Meredith Corporation	6,685	81	262	-	7,028	6,153	171	276	-	6,600	8.6%	-52.6%	-5.1%	-	6.5%	6,685	122	248	-	7,054	17.3%	-33.2%	-14.1%	-	14.3%
Dirt Rider	Bonnier Corporation	1,346	30	132	-	1,508	1,435	65	71	-	1,571	-6.2%	-53.8%	85.9%	-	-4.0%	1,346	162	129	-	1,637	-6.2%	196.0%	65.5%	-	4.4%
Discover	*** Kalmbach Publishing Co.	2,437	194	65	-	2,696	1,940	197	321	-	2,458	25.6%	-1.5%	-79.8%	-	9.7%	2,180	195	207	-	2,582	12.4%	-10.3%	15.2%	-	10.5%
domino	* Domino Media Group, Inc.	1,140	112	491	-	1,743	1,060	98	1,194	-	2,352	7.5%	14.2%	-58.8%	-	-25.9%	1,140	91	572	-	1,803	7.5%	-21.1%	-51.9%	-	-23.8%
EatingWell	Meredith Corporation	6,560	1,513	2,358	50	10,481	6,110	1,250	2,708	-	10,068	7.4%	21.0%	-12.9%	+	4.1%	6,160	1,691	2,654	82	10,588	0.0%	14.3%	-5.3%	+	1.4%
Elle	Hearst Magazines	4,662	1,644	6,167	401	12,874	5,656	1,886	4,791	390	12,723	-17.6%	-12.8%	28.7%	2.6%	1.2%	5,313	2,047	6,330	1,423	15,113	1.3%	-5.7%	35.0%	914.2%	23.4%
Elle Decor	Hearst Magazines	2,191	394	744	420	3,749	1,940	303	771	-	3,014	12.9%	30.1%	-3.5%	+	24.4%	2,085	344	715	522	3,666	18.5%	-12.5%	7.0%	+	30.0%

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Entertainment Weekly	Time Inc.	10,168	3,590	13,000	2,094	28,852	9,130	4,834	13,864	1,215	29,043	11.4%	-25.7%	-6.2%	72.3%	-0.7%	9,977	3,878	13,202	2,202	29,258	15.8%	-24.2%	-4.3%	28.2%	0.1%
Entrepreneur	Entrepreneur Media	3,032	3,861	2,614	862	10,369	2,564	3,837	3,678	566	10,645	18.3%	0.6%	-28.9%	52.3%	-2.6%	3,055	3,234	2,780	476	9,545	20.6%	-24.8%	-20.2%	-5.6%	-11.8%
ESPN The Magazine	ESPN, Inc.	18,519	19,489	42,124	8,824	88,956	17,842	20,037	44,764	11,366	94,009	3.8%	-2.7%	-5.9%	-22.4%	-5.4%	16,188	21,441	45,579	9,717	92,925	4.2%	-0.7%	-3.7%	-20.3%	-3.9%
Esquire	Hearst Magazines	3,471	1,648	5,227	349	10,694	2,930	2,929	5,351	415	11,625	18.5%	-43.7%	-2.3%	-16.0%	-8.0%	3,348	1,938	5,385	332	11,003	11.3%	-48.2%	1.7%	-52.4%	-13.7%
Essence	Time Inc.	6,832	669	2,886	182	10,569	6,660	503	3,098	28	10,290	2.6%	32.9%	-6.9%	547.8%	2.7%	6,667	704	3,190	166	10,727	-4.6%	-23.4%	-10.7%	210.4%	-7.0%
Family Circle	Meredith Corporation	14,566	399	160	-	15,125	15,943	127	131	-	16,201	-8.6%	214.2%	22.1%	-	-6.6%	15,502	292	216	-	16,010	-2.6%	117.4%	28.3%	-	-1.3%
FamilyFun	** Meredith Corporation	4,407	-	-	-	4,407	4,066	-	-	-	4,066	8.4%	-	-	-	8.4%	3,813	-	-	-	3,813	-7.8%	-	-	-	-7.8%
Fast Company	* Mansueto Ventures	2,175	2,036	3,490	68	7,769	2,211	2,897	6,222	163	11,493	-1.6%	-29.7%	-43.9%	-58.3%	-32.4%	2,175	2,079	3,712	14	7,980	-1.6%	-25.8%	-34.1%	-93.0%	-26.4%
Field & Stream	Bonnier Corporation	9,658	475	1,317	-	11,450	8,464	526	1,386	-	10,376	14.1%	-9.7%	-5.0%	-	10.4%	9,365	432	1,343	16	11,156	14.7%	-21.7%	3.5%	-33.6%	11.2%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	239	1,825	-	9,064	7,000	291	1,749	-	9,040	0.0%	-17.9%	4.3%	-	0.3%	7,000	290	1,926	-	9,216	0.0%	-6.9%	18.9%	-	3.2%
Flying	Bonnier Corporation	846	124	195	-	1,165	1,013	50	144	-	1,207	-16.5%	148.0%	35.4%	-	-3.5%	846	125	176	-	1,147	-16.5%	64.2%	34.8%	-	-6.0%
Food & Wine	Time Inc.	8,291	1,424	4,119	220	14,054	7,682	1,477	4,849	-	14,007	7.9%	-3.5%	-15.1%	+	0.3%	8,178	1,365	3,375	217	13,135	10.7%	-5.9%	-26.8%	1268.4%	-2.4%
Food Network Magazine	Hearst Magazines	13,369	808	2,585	92	16,854	13,506	1,262	3,204	70	18,042	-1.0%	-36.0%	-19.3%	31.9%	-6.6%	13,773	963	3,064	115	17,914	6.9%	-31.4%	-7.6%	29.3%	1.2%
Forbes	Forbes Media	7,254	16,296	38,464	5,415	67,429	7,606	18,828	32,079	2,020	60,533	-4.6%	-13.4%	19.9%	168.1%	11.4%	7,672	16,510	36,344	3,693	64,218	11.1%	-16.9%	20.6%	103.8%	9.4%
Fortune	Time Inc.	3,899	2,796	6,175	937	13,807	3,442	4,942	6,853	1,105	16,342	13.3%	-43.4%	-9.9%	-15.2%	-15.5%	3,714	3,319	6,644	1,160	14,837	11.7%	-37.7%	-5.6%	25.1%	-10.7%
Game & Fish	Outdoor Sportsman Group	6,237	129	355	-	6,721	6,423	148	335	-	6,906	-2.9%	-12.8%	6.0%	-	-2.7%	6,475	125	309	-	6,910	11.1%	-7.0%	16.4%	-	10.9%
Glamour	Condé Nast	10,195	1,297	5,450	1,433	18,375	10,006	2,786	6,417	1,002	20,212	1.9%	-53.5%	-15.1%	43.0%	-9.1%	10,427	1,472	6,172	2,290	20,361	5.1%	-18.0%	0.9%	125.6%	8.1%
Golf Digest	Condé Nast	4,907	703	2,646	996	9,253	4,885	656	2,181	559	8,281	0.5%	7.2%	21.3%	78.2%	11.7%	5,086	686	2,064	608	8,444	11.1%	14.7%	28.7%	-16.1%	12.5%
Golf Magazine	Time Inc.	4,525	784	1,681	279	7,269	4,666	673	1,386	77	6,801	-3.0%	16.5%	21.3%	261.3%	6.9%	4,796	718	1,407	245	7,167	12.9%	-5.4%	2.3%	11.8%	8.6%
Good Housekeeping	Hearst Magazines	19,869	3,255	8,590	162	31,876	19,632	4,120	6,194	248	30,195	1.2%	-21.0%	38.7%	-34.8%	5.6%	19,548	3,053	7,556	327	30,484	5.1%	-24.2%	26.6%	89.4%	6.0%
GQ	Condé Nast	6,415	1,656	6,715	2,138	16,924	6,058	2,100	5,544	1,169	14,870	5.9%	-21.1%	21.1%	82.9%	13.8%	6,417	1,841	7,188	2,786	18,232	6.3%	-18.8%	34.4%	80.1%	20.0%
Guns & Ammo	Outdoor Sportsman Group	11,302	163	308	-	11,773	10,139	248	395	-	10,782	11.5%	-34.3%	-22.0%	-	9.2%	11,145	210	404	-	11,760	13.6%	-38.4%	-23.7%	-	10.1%
Harper's Bazaar	Hearst Magazines	2,679	1,347	3,385	1,543	8,954	3,356	1,599	3,620	-	8,575	-20.2%	-15.8%	-6.5%	+	4.4%	2,994	1,205	3,762	1,731	9,692	-5.2%	-32.7%	-1.7%	1718.0%	9.2%
Health	Time Inc.	9,507	1,750	5,502	264	17,023	8,123	2,128	6,767	102	17,120	17.0%	-17.8%	-18.7%	157.2%	-0.6%	9,036	1,952	6,119	218	17,326	12.0%	-29.9%	-18.8%	95.7%	-6.4%
HGTV Magazine	Hearst Magazines	9,847	185	374	30	10,435	9,029	192	364	31	9,615	9.1%	-3.9%	2.7%	-0.5%	8.5%	9,533	177	364	30	10,105	12.3%	-12.4%	-5.1%	-28.5%	10.8%
Hot Rod	TEN	5,485	168	172	40	5,865	5,482	220	347	75	6,124	0.1%	-23.6%	-50.4%	-46.7%	-4.2%	5,555	180	198	25	5,958	-0.1%	-16.4%	-43.2%	-71.8%	-4.2%
House Beautiful	Hearst Magazines	6,022	806	1,782	40	8,650	5,793	1,132	2,023	-	8,948	4.0%	-28.8%	-11.9%	+	-3.3%	6,068	1,020	1,839	81	9,008	16.4%	-10.9%	-8.9%	+	7.5%
In-Fisherman	Outdoor Sportsman Group	4,069	32	-	-	4,101	3,377	-	140	-	3,517	20.5%	+	-100.0%	-	16.6%	4,002	27	25	-	4,054	30.5%	-28.9%	-78.1%	-	25.9%
InStyle	Time Inc.	8,454	1,248	3,275	272	13,249	8,990	1,695	5,126	-	15,811	-6.0%	-26.3%	-36.1%	+	-16.2%	8,928	1,307	3,252	180	13,667	6.1%	-23.1%	-27.8%	4567.9%	-6.5%
Kraft Food & Family	* Meredith Corporation	2,250	1,666	4,310	14	8,240	2,250	1,918	4,364	115	8,647	0.0%	-13.1%	-1.2%	-87.8%	-4.7%	2,250	1,787	4,716	65	8,817	0.0%	-9.2%	1.4%	-43.9%	-1.8%
Marie Claire	Hearst Magazines	3,091	1,154	3,212	1,470	8,928	3,245	1,428	2,898	-	7,571	-4.7%	-19.2%	10.9%	+	17.9%	3,306	1,232	3,280	2,223	10,040	10.7%	-17.9%	14.5%	970.6%	32.8%

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Martha Stewart Living	Meredith Corporation	8,257	2,389	5,029	645	16,320	8,365	2,594	6,346	594	17,899	-1.3%	-7.9%	-20.8%	8.6%	-8.8%	8,467	2,472	5,049	682	16,669	6.7%	-20.2%	-31.0%	23.9%	-11.8%
Men's Fitness	American Media, Inc.	7,443	1,135	3,184	40	11,802	7,406	1,343	3,618	285	12,652	0.5%	-15.5%	-12.0%	-86.0%	-6.7%	7,635	1,237	3,372	30	12,274	6.5%	-15.1%	-5.3%	-90.0%	-1.7%
Men's Health	Rodale Inc.	13,798	1,428	5,677	-	20,903	12,862	1,662	5,329	-	19,853	7.3%	-14.1%	6.5%	-	5.3%	13,620	1,476	5,612	-	20,708	10.1%	-6.7%	8.9%	-	8.4%
Midwest Living	Meredith Corporation	2,939	329	634	-	3,902	3,531	327	687	-	4,545	-16.8%	0.6%	-7.7%	-	-14.1%	3,185	300	538	-	4,024	-11.7%	-7.0%	-20.0%	-	-12.6%
Money	Time Inc.	6,166	1,729	7,726	12	15,634	5,345	1,513	2,809	-	9,666	15.4%	14.3%	175.1%	+	61.7%	6,016	1,521	4,249	11	11,796	6.4%	-11.0%	50.6%	19.3%	15.8%
Mother Earth News	Ogden Publications	2,766	343	625	-	3,734	2,695	516	1,096	54	4,361	2.6%	-33.5%	-43.0%	-100.0%	-14.4%	2,715	391	864	-	3,970	1.5%	-31.8%	-29.0%	-100.0%	-11.3%
Motor Trend	TEN	7,162	1,406	1,834	810	11,212	6,598	1,098	1,244	1,397	10,337	8.5%	28.1%	47.4%	-42.0%	8.5%	6,970	1,394	1,529	888	10,781	-0.9%	28.6%	23.7%	-38.0%	0.0%
Motorcyclist	Bonnier Corporation	1,378	118	172	-	1,668	1,542	49	130	-	1,721	-10.6%	140.8%	32.3%	-	-3.1%	1,402	76	133	-	1,611	-12.3%	8.6%	13.3%	-	-9.8%
Muscle & Fitness	American Media, Inc.	6,330	595	1,897	21	8,842	6,536	737	2,788	116	10,177	-3.2%	-19.2%	-32.0%	-81.9%	-13.1%	6,416	629	2,097	23	9,165	-4.0%	-18.4%	-19.9%	-86.4%	-10.5%
National Enquirer	American Media, Inc.	6,578	214	533	-	7,326	6,225	756	1,061	237	8,279	5.7%	-71.7%	-49.7%	-100.0%	-11.5%	6,888	218	520	-	7,626	14.1%	-59.8%	-49.6%	-100.0%	-2.3%
National Geographic	National Geographic Partners	32,312	4,351	5,968	509	43,140	29,825	4,321	5,220	450	39,816	8.3%	0.7%	14.3%	13.0%	8.3%	31,074	4,117	5,585	375	41,151	5.3%	-5.5%	11.8%	-7.0%	4.8%
National Geographic Kids	National Geographic Partners	6,858	324	444	38	7,663	6,745	321	388	34	7,488	1.7%	0.7%	14.3%	13.0%	2.3%	6,965	314	425	28	7,733	5.1%	-5.6%	11.8%	-7.2%	4.9%
National Geographic Traveler	National Geographic Partners	11,922	433	594	51	13,000	10,046	430	520	45	11,041	18.7%	0.7%	14.3%	13.0%	17.7%	11,292	420	569	38	12,320	18.4%	-5.6%	11.8%	-7.2%	17.0%
New York Magazine	New York Media	3,002	5,066	16,709	243	25,020	2,604	4,914	11,449	281	19,248	15.3%	3.1%	45.9%	-13.5%	30.0%	2,612	5,416	17,106	379	25,512	1.1%	5.4%	43.3%	-14.6%	26.9%
NYLON	* NYLON Media	1,167	2,801	470	-	4,438	1,213	242	1,206	-	2,661	-3.8%	1057.4%	-61.0%	-	66.8%	1,167	1,136	641	18	2,962	-3.8%	292.5%	-70.9%	-77.2%	-21.8%
O, The Oprah Magazine	Hearst Magazines	9,635	809	1,406	1,197	13,046	10,515	684	1,302	1,177	13,679	-8.4%	18.3%	8.0%	1.6%	-4.6%	9,565	754	1,364	1,057	12,740	-8.9%	-3.7%	-12.9%	-25.5%	-10.7%
OK! Magazine	American Media, Inc.	4,708	365	1,861	-	6,934	4,641	2,120	3,136	509	10,407	1.4%	-82.8%	-40.7%	-100.0%	-33.4%	4,894	560	1,975	10	7,439	8.7%	-81.1%	-54.4%	-99.3%	-43.6%
Outdoor Life	Bonnier Corporation	5,908	312	748	-	6,968	6,028	300	703	-	7,031	-2.0%	4.0%	6.4%	-	-0.9%	5,962	275	723	-	6,959	6.8%	-12.5%	-4.4%	-	4.6%
Parents	** Meredith Corporation	12,193	2,396	7,974	147	22,710	11,948	1,651	6,727	224	20,550	2.1%	45.1%	18.5%	-34.4%	10.5%	12,092	1,736	6,285	187	20,301	-4.2%	5.0%	-4.1%	232.0%	-2.8%
People	Time Inc.	41,863	6,109	26,297	3,774	78,043	40,812	8,286	25,522	2,880	77,501	2.6%	-26.3%	3.0%	31.0%	0.7%	42,331	6,033	26,368	4,218	78,950	6.6%	-31.1%	-4.3%	32.4%	-0.3%
People en Español	Time Inc.	6,821	105	895	52	7,873	7,144	126	927	-	8,198	-4.5%	-17.0%	-3.5%	+	-4.0%	7,004	101	880	43	8,028	2.0%	-26.6%	-23.8%	+	-1.6%
Petersen's Hunting	Outdoor Sportsman Group	4,361	-	-	-	4,361	4,719	-	-	-	4,719	-7.6%	-	-	-	-7.6%	4,420	9	51	-	4,481	-4.3%	+	-4.1%	-	-4.1%
Playboy	Playboy Enterprises Inc.	3,389	428	1,861	113	5,790	3,913	680	4,051	313	8,957	-13.4%	-37.0%	-54.1%	-64.0%	-35.4%	3,619	585	2,578	221	7,003	-5.2%	-24.6%	-44.7%	-50.6%	-27.8%
Popular Mechanics	Hearst Magazines	7,680	2,277	3,847	46	13,849	7,347	2,706	3,298	91	13,442	4.5%	-15.9%	16.6%	-49.7%	3.0%	7,298	2,076	3,587	74	13,035	-6.0%	-22.5%	13.7%	309.2%	-4.3%
Popular Science	Bonnier Corporation	9,072	1,589	2,030	73	12,764	6,568	875	1,551	45	9,039	38.1%	81.6%	30.9%	62.2%	41.2%	7,866	1,256	1,615	73	10,811	15.6%	51.3%	16.7%	26.9%	19.1%
Prevention	Rodale Inc.	6,672	1,800	4,880	-	13,352	7,133	1,651	5,428	-	14,212	-6.5%	9.0%	-10.1%	-	-6.1%	6,670	1,933	5,155	-	13,759	-5.8%	6.7%	-10.1%	-	-6.0%
Rachael Ray Every Day	Meredith Corporation	5,645	191	371	-	6,207	6,055	302	553	-	6,910	-6.8%	-36.8%	-32.9%	-	-10.2%	5,994	164	362	-	6,520	11.8%	-50.8%	-46.1%	-	2.4%
Reader's Digest	Trusted Media Brands	19,278	2,189	2,923	-	24,390	18,164	2,053	4,547	58	24,822	6.1%	6.6%	-35.7%	-100.0%	-1.7%	19,158	2,105	2,673	-	23,936	4.4%	26.5%	-36.1%	-100.0%	-1.4%
Real Simple	Time Inc.	7,245	1,881	5,099	272	14,497	7,460	3,156	4,647	90	15,353	-2.9%	-40.4%	9.7%	202.8%	-5.6%	7,395	2,275	5,620	243	15,533	-1.7%	-28.9%	-13.2%	202.2%	-10.1%
Redbook	Hearst Magazines	5,443	581	1,978	40	8,041	5,533	1,210	2,223	-	8,967	-1.6%	-52.0%	-11.0%	+	-10.3%	5,496	748	2,103	658	9,005	0.9%	-34.2%	-17.9%	2404.1%	-1.8%
Road & Track	Hearst Magazines	3,131	668	1,652	2	5,453	2,755	798	1,348	-	4,902	13.6%	-16.3%	22.5%	+	11.2%	2,923	778	1,859	2	5,562	-4.4%	-15.4%	32.6%	+	3.4%

Magazine Brand	Publishing Company	CURRENT MONTH - May 2017 (000)					YEAR AGO - May 2016 (000)					May 2017 vs. May 2016 (% change)					YTD AVERAGE - as of May 2017 (000)					YTD 2017 vs. YTD 2016 (% 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°
Runner's World	Rodale Inc.	2,374	945	3,415	-	6,734	2,877	1,253	3,691	-	7,821	-17.5%	-24.6%	-7.5%	-	-13.9%	2,624	993	3,491	-	7,108	-3.9%	-18.5%	-7.4%	-	-7.9%
Saveur	* Bonnier Corporation	1,573	478	898	27	2,976	1,573	511	952	-	3,036	0.0%	-6.5%	-5.7%	+	-2.0%	1,573	466	969	9	3,017	0.0%	-19.0%	-15.0%	+	-8.2%
Ser Padres	** Meredith Corporation	1,952	-	77	-	2,029	2,220	-	31	-	2,251	-12.1%	-	148.4%	-	-9.9%	2,114	-	49	-	2,163	0.5%	-	324.1%	-	2.2%
Seventeen	Hearst Magazines	6,981	704	2,259	45	9,989	6,779	875	3,052	83	10,789	3.0%	-19.5%	-26.0%	-46.1%	-7.4%	7,119	757	2,269	91	10,236	12.7%	-22.5%	-29.9%	-47.8%	-4.4%
Shape	* Meredith Corporation	5,675	2,739	4,852	150	13,416	6,050	2,293	6,124	-	14,467	-6.2%	19.5%	-20.8%	+	-7.3%	5,847	3,250	5,486	216	14,799	-3.4%	33.3%	-16.5%	259.7%	-2.1%
Ski	Active Interest Media	1,389	8	-	-	1,397	1,307	5	-	-	1,312	6.3%	60.0%	-	-	6.5%	1,389	20	51	-	1,459	6.3%	-49.7%	130.0%	-	6.7%
Smithsonian	Smithsonian Enterprises	7,598	1,419	4,379	147	13,543	7,297	1,265	2,649	-	11,211	4.1%	12.2%	65.3%	+	20.8%	7,322	1,528	3,986	184	13,020	4.8%	15.8%	63.6%	866.3%	21.0%
Soap Opera Digest	American Media, Inc.	2,955	34	136	-	3,126	2,887	-	-	-	2,887	2.4%	+	+	-	8.3%	2,978	45	125	-	3,148	-2.9%	64.9%	+	-	1.7%
Southern Living	Time Inc.	17,007	1,658	3,774	280	22,719	15,097	1,664	4,236	93	21,090	12.7%	-0.4%	-10.9%	200.1%	7.7%	16,085	1,636	3,798	197	21,716	6.6%	-3.6%	-6.2%	102.3%	3.8%
Sports Illustrated	Time Inc.	17,961	2,933	9,645	2,074	32,614	18,949	4,537	9,122	1,864	34,472	-5.2%	-35.3%	5.7%	11.3%	-5.4%	18,471	3,477	9,859	2,292	34,099	0.0%	-38.2%	-4.2%	-20.8%	-8.5%
Star	American Media, Inc.	6,315	22	178	-	6,515	5,904	132	1,377	-	7,413	7.0%	-83.2%	-87.1%	-	-12.1%	6,375	34	202	-	6,611	9.4%	-81.7%	-85.8%	-100.0%	-11.7%
Street Rodder	TEN	2,442	100	103	24	2,669	2,225	131	206	45	2,607	9.8%	-23.7%	-50.0%	-46.7%	2.4%	2,425	107	118	15	2,665	18.1%	-16.4%	-43.1%	-71.7%	9.1%
StyleWatch	Time Inc.	5,198	1,086	3,766	6	10,056	5,198	1,416	4,016	59	10,689	0.0%	-23.3%	-6.2%	-89.4%	-5.9%	5,198	954	3,558	22	9,732	1.0%	-30.8%	-30.3%	-39.5%	-16.6%
Sunset	Time Inc.	4,581	524	889	39	6,033	4,663	812	1,435	-	6,910	-1.8%	-35.4%	-38.1%	+	-12.7%	4,467	453	761	33	5,713	-5.7%	-31.8%	-29.5%	+	-11.9%
Taste of Home	Trusted Media Brands	12,869	3,283	6,528	160	22,840	12,344	3,399	7,789	579	24,110	4.3%	-3.4%	-16.2%	-72.4%	-5.3%	13,167	3,539	7,152	79	23,937	7.3%	-1.2%	-13.5%	-92.5%	-4.9%
Teen Vogue	Condé Nast	3,040	1,083	6,645	1,384	12,151	3,469	768	3,087	203	7,527	-12.4%	41.1%	115.3%	580.2%	61.4%	3,040	1,177	6,716	1,059	11,992	-12.4%	73.2%	152.6%	249.6%	68.7%
Texas Monthly	Emmis Publishing	2,402	291	981	-	3,674	1,721	244	710	-	2,675	39.6%	19.3%	38.2%	-	37.3%	2,207	231	681	-	3,119	-12.9%	-10.6%	-0.3%	-	-10.2%
The Atlantic	Atlantic Media	2,287	6,518	17,901	191	26,897	2,054	5,171	9,144	281	16,650	11.3%	26.0%	95.8%	-32.0%	61.5%	2,177	6,016	14,458	121	22,771	12.8%	3.9%	44.6%	-64.7%	26.1%
The Economist	The Economist Newspaper Limited	2,213	2,428	2,513	65	7,219	2,407	1,742	1,423	25	5,597	-8.1%	39.4%	76.6%	160.0%	29.0%	2,213	1,908	2,107	95	6,323	-8.1%	-3.1%	30.2%	191.4%	4.9%
The Family Handyman	Trusted Media Brands	5,136	1,826	3,127	-	10,089	4,648	1,816	3,030	517	10,011	10.5%	0.5%	3.2%	-100.0%	0.8%	4,836	1,852	2,536	-	9,224	4.1%	23.8%	-13.7%	-100.0%	-2.3%
The New Yorker	Condé Nast	5,503	3,467	8,392	2,045	19,407	4,445	3,309	7,284	409	15,447	23.8%	4.8%	15.2%	400.1%	25.6%	4,987	3,790	10,091	1,456	20,325	14.6%	1.1%	24.0%	173.9%	21.2%
This Old House	This Old House Ventures, LLC	6,030	1,041	1,815	681	9,567	5,712	1,564	2,944	233	10,453	5.6%	-33.4%	-38.3%	192.3%	-8.5%	5,965	999	1,796	136	8,896	14.5%	-30.4%	-31.1%	192.3%	-4.3%
Time	Time Inc.	18,824	6,184	16,164	3,065	44,237	17,185	7,357	18,127	2,849	45,517	9.5%	-15.9%	-10.8%	7.6%	-2.8%	18,484	6,696	19,048	3,195	47,423	10.4%	-13.7%	3.8%	69.9%	6.0%
Town & Country	Hearst Magazines	3,201	539	1,429	990	6,158	3,244	303	882	-	4,429	-1.3%	77.5%	62.0%	+	39.0%	3,198	581	1,365	914	6,058	4.8%	7.3%	29.2%	+	30.3%
Traditional Home	Meredith Corporation	4,803	120	116	-	5,039	3,738	67	88	-	3,893	28.5%	79.1%	31.8%	-	29.4%	4,388	52	85	-	4,525	12.6%	29.5%	-11.8%	-	12.1%
Travel + Leisure	Time Inc.	6,774	1,530	3,911	281	12,496	6,215	1,156	3,380	-	10,751	9.0%	32.4%	15.7%	+	16.2%	6,621	1,747	4,375	329	13,072	12.3%	49.9%	39.4%	+	28.2%
Us Weekly	American Media, Inc.	11,487	2,631	9,892	28	24,038	12,356	5,053	16,728	560	34,697	-7.0%	-47.9%	-40.9%	-95.0%	-30.7%	11,990	3,640	13,303	127	29,061	-3.6%	-33.4%	-23.2%	-75.8%	-18.7%
Vanity Fair	Condé Nast	8,051	2,974	9,322	4,682	25,029	8,086	2,936	5,874	973	17,868	-0.4%	1.3%	58.7%	381.3%	40.1%	7,951	2,965	9,568	4,651	25,135	4.1%	-5.3%	50.4%	233.3%	35.7%
Veranda	Hearst Magazines	1,527	70	126	-	1,723	1,065	-	138	-	1,203	43.4%	+	-8.9%	-	43.2%	1,288	52	116	-	1,456	12.9%	+	14.9%	-	17.2%
Vogue	Condé Nast	11,929	1,770	4,329	2,989	21,017	11,800	1,898	4,301	1,308	19,307	1.1%	-6.7%	0.6%	128.5%	8.9%	11,713	1,678	3,668	2,148	19,207	2.1%	-9.6%	3.1%	97.5%	6.9%
W	Condé Nast	759	522	1,130	531	2,942	743	75	456	29	1,302	2.2%	599.2%	147.8%	1760.8%	125.9%	981	322	796	665	2,763	-0.5%	80.4%	82.9%	57.9%	36.8%

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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°
WebMD Magazine	WebMD, LLC	11,769	13,993	34,640	57	60,459	10,900	14,482	33,448	86	58,916	8.0%	-3.4%	3.6%	-33.7%	2.6%	10,623	14,385	34,272	31	59,310	4.3%	-5.3%	2.6%	-60.0%	0.8%
Wired	Condé Nast	3,492	3,640	6,389	1,966	15,487	2,667	3,798	6,088	1,216	13,770	30.9%	-4.2%	4.9%	61.6%	12.5%	3,109	3,488	6,469	2,332	15,398	27.5%	-16.0%	1.3%	97.5%	8.7%
Woman's Day	Hearst Magazines	15,990	658	2,455	6	19,109	16,643	1,021	2,755	110	20,529	-3.9%	-35.6%	-10.9%	-94.6%	-6.9%	16,423	891	2,985	147	20,446	0.8%	-19.7%	20.1%	163.8%	2.5%
Women's Health	Rodale Inc.	11,796	1,535	5,911	-	19,242	10,633	1,850	6,367	-	18,850	10.9%	-17.0%	-7.2%	-	2.1%	11,432	1,730	6,181	-	19,344	13.1%	-7.1%	-3.3%	-	5.3%
Yoga Journal	Active Interest Media	1,966	314	358	-	2,638	2,029	130	-	-	2,159	-3.1%	141.5%	+	-	22.2%	1,966	325	251	-	2,542	-3.1%	57.4%	223.8%	-	9.9%
Total (000)		946,261	224,320	565,743	66,712	1,803,036	912,787	246,447	558,037	45,056	1,762,326	3.7%	-9.0%	1.4%	48.1%	2.3%	937,895	231,772	573,464	72,000	1,815,131	5.0%	-11.4%	0.5%	44.2%	2.2%
Share by Platform (%)		52.5%	12.4%	31.4%	3.7%	100.0%	51.8%	14.0%	31.7%	2.6%	100.0%						51.7%	12.8%	31.6%	4.0%	100.0%					

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

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 Spring 2017 and Spring 2016, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; May 2017 and May 2016; U.S.
- Mobile Web: comScore Mobile Metrix; May 2017 and May 2016; U.S.
- Video: comScore Video Metrix; May 2017 and May 2016; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017, Fall 2016, Spring 2016, and Fall 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Spring 2017, Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - May 2017 and January 2016 - May 2016; U.S.
- Mobile Web: comScore Media Metrix® January 2017 - May 2017 and January 2016 - May 2016; U.S.
- Video: comScore Media Metrix® January 2017 - May 2017 and January 2016 - May 2016; 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 editions only.
 - 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 126 magazine media brands from 30 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 on a quarterly basis.