

Magazine Brand	Publishing Company	CURRENT MONTH - May 2018 (000)					YEAR AGO - May 2017 (000)					May 2018 vs. May 2017 (% change)					YTD AVERAGE - as of May 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°
AARP	AARP Media	38,878	3,251	6,126	31	48,286	38,717	3,558	3,009	-	45,284	0.4%	-8.6%	103.6%	+	6.6%	38,621	3,434	6,368	6	48,430	2.3%	-5.9%	101.6%	-71.6%	8.6%
AFAR	AFAR Media	783	99	267	-	1,149	568	56	245	-	869	37.9%	76.8%	9.0%	-	32.2%	720	79	297	-	1,096	32.1%	-8.4%	14.4%	-	23.0%
Allrecipes	Meredith Corporation	7,999	8,244	27,438	1,066	44,747	7,833	11,201	28,379	1,063	48,476	2.1%	-26.4%	-3.3%	0.3%	-7.7%	7,845	9,053	28,727	1,110	46,735	-3.4%	-29.3%	-11.1%	-35.3%	-15.0%
Allure	Condé Nast	5,331	1,371	5,262	1,715	13,678	5,563	1,199	5,546	1,711	14,019	-4.2%	14.4%	-5.1%	0.2%	-2.4%	5,585	1,364	4,742	2,191	13,881	-8.3%	24.2%	-6.4%	11.7%	-2.4%
Architectural Digest	Condé Nast	3,133	585	1,356	755	5,829	4,645	508	1,180	245	6,578	-32.6%	15.1%	14.9%	208.2%	-11.4%	3,864	650	1,378	546	6,438	-10.9%	49.5%	45.2%	107.6%	7.6%
Automobile	Motor Trend Group/ TEN Publishing	3,214	214	171	-	3,599	3,693	202	254	-	4,149	-13.0%	5.9%	-32.7%	-	-13.3%	3,279	229	182	-	3,690	-3.1%	-21.7%	-13.1%	-	-5.1%
Backpacker	Active Interest Media	1,455	220	399	-	2,074	1,298	283	247	-	1,828	12.1%	-22.3%	61.5%	-	13.5%	1,455	202	302	-	1,959	12.1%	-4.6%	48.1%	-	14.3%
Better Homes and Gardens	Meredith Corporation	33,016	3,144	6,569	496	43,225	37,864	4,973	5,773	132	48,742	-12.8%	-36.8%	13.8%	275.8%	-11.3%	35,662	3,381	5,306	310	44,659	-4.0%	-33.4%	4.4%	-35.9%	-6.5%
Bicycling	Hearst Magazines	1,241	290	577	-	2,108	1,397	414	980	-	2,791	-11.2%	-29.9%	-41.2%	-	-24.5%	1,315	303	519	19	2,156	-16.9%	-17.7%	-36.2%	+	-22.0%
Birds & Blooms	Trusted Media Brands	5,139	204	582	-	5,925	5,453	227	446	-	6,126	-5.8%	-10.3%	30.5%	-	-3.3%	5,041	160	321	-	5,522	-8.3%	-7.2%	-16.2%	-	-8.8%
Bon Appétit/Epicurious	Condé Nast	6,503	3,245	10,202	4,093	24,043	6,880	3,608	10,009	2,191	22,688	-5.5%	-10.1%	1.9%	86.8%	6.0%	6,574	3,352	9,858	4,058	23,842	-4.4%	-15.7%	-3.1%	112.8%	3.9%
Brides	Condé Nast	5,036	1,014	2,576	1,636	10,262	5,261	815	1,527	1,092	8,695	-4.3%	24.4%	68.7%	49.8%	18.0%	5,357	902	2,028	1,179	9,465	7.4%	8.5%	40.1%	107.0%	20.8%
Car and Driver	Hearst Magazines	8,241	1,860	5,052	-	15,152	9,507	2,238	5,002	68	16,815	-13.3%	-16.9%	1.0%	-100.0%	-9.9%	8,618	1,972	5,225	48	15,862	-8.9%	-16.0%	3.4%	-30.4%	-6.3%
Car Craft	Motor Trend Group/ TEN Publishing	2,325	34	38	6	2,402	2,139	44	45	10	2,238	8.7%	-23.0%	-16.3%	-42.8%	7.3%	2,243	44	42	7	2,335	2.8%	-6.0%	-19.7%	-2.3%	2.1%
Coastal Living	Meredith Corporation	4,173	237	953	-	5,363	4,986	217	625	-	5,828	-16.3%	9.2%	52.5%	-	-8.0%	4,532	228	866	-	5,627	3.9%	-10.1%	60.1%	-	9.1%
Condé Nast Traveler	Condé Nast	3,291	917	2,827	1,114	8,149	3,527	949	3,195	456	8,127	-6.7%	-3.4%	-11.5%	144.3%	0.3%	3,436	887	2,869	1,432	8,624	0.9%	-7.5%	-10.9%	-5.6%	-5.3%
Cooking Light	Meredith Corporation	8,785	759	2,258	52	11,854	9,839	817	1,912	104	12,672	-10.7%	-7.1%	18.1%	-50.0%	-6.5%	9,572	908	2,398	83	12,961	-8.2%	5.2%	14.3%	-1.8%	-3.8%
Cosmopolitan	Hearst Magazines	14,847	2,922	16,816	2,885	37,470	16,631	2,261	11,014	199	30,105	-10.7%	29.2%	52.7%	1348.5%	24.5%	15,896	2,495	14,981	1,250	34,621	-6.7%	-2.5%	26.5%	12.7%	6.4%
Country Living	Hearst Magazines	12,048	2,044	9,720	566	24,378	12,155	2,749	9,779	467	25,150	-0.9%	-25.7%	-0.6%	21.2%	-3.1%	11,848	2,091	9,214	384	23,537	0.8%	-22.2%	2.7%	-64.3%	-3.9%
Departures	Meredith Corporation	6,496	55	93	-	6,644	6,436	15	26	-	6,477	0.9%	266.7%	257.7%	-	2.6%	6,472	64	87	-	6,623	2.7%	13.1%	85.0%	-	3.4%
Diabetic Living	Meredith Corporation	6,662	109	285	-	7,056	6,153	81	262	-	6,496	8.3%	34.6%	8.8%	-	8.6%	6,662	117	307	-	7,086	8.3%	-4.1%	24.1%	-	8.6%
Discover	Kalmbach Media Media Publishing Co.	2,155	128	323	-	2,606	2,199	194	65	-	2,458	-2.0%	-34.0%	396.9%	-	6.0%	2,149	171	237	-	2,558	3.3%	-12.2%	14.5%	-	3.0%
domino	Domino Media Group, Inc.	1,195	177	899	-	2,271	1,140	112	491	-	1,743	4.8%	58.0%	83.1%	-	30.3%	1,195	214	712	-	2,121	4.8%	134.1%	24.5%	-	17.6%
EatingWell	Meredith Corporation	6,031	1,092	2,503	50	9,676	6,560	1,513	2,358	-	10,431	-8.1%	-27.8%	6.1%	+	-7.2%	6,649	1,322	2,699	33	10,703	7.9%	-21.9%	1.7%	-54.1%	1.2%
Elle	Hearst Magazines	4,645	1,760	12,012	1,208	19,625	4,662	1,644	6,167	401	12,874	-0.4%	7.1%	94.8%	201.5%	52.4%	4,585	1,559	8,236	603	14,982	-13.7%	-23.8%	30.1%	-57.6%	-0.9%
Elle Decor	Hearst Magazines	1,933	438	1,571	159	4,101	2,191	394	744	420	3,749	-11.8%	11.2%	111.1%	-62.1%	9.4%	2,171	354	1,258	238	4,022	4.1%	3.0%	76.0%	-54.5%	9.7%
Entertainment Weekly	Meredith Corporation	8,713	3,160	14,855	2,094	28,822	10,168	3,605	13,000	1,638	28,411	-14.3%	-12.3%	14.3%	27.8%	1.4%	9,231	3,540	14,056	1,713	28,539	-7.5%	-8.8%	6.5%	-18.8%	-2.2%
Entrepreneur	Entrepreneur Media	2,957	3,439	2,582	300	9,278	3,032	3,061	2,614	862	9,569	-2.5%	12.3%	-1.2%	-65.2%	-3.0%	3,111	2,534	2,843	6,885	15,372	1.8%	-17.6%	2.3%	1347.6%	63.8%
ESPN The Magazine	ESPN, Inc.	16,672	18,368	39,064	10,423	84,527	18,519	19,489	42,124	8,824	88,956	-10.0%	-5.8%	-7.3%	18.1%	-5.0%	17,302	22,433	41,907	11,945	93,586	-6.1%	4.6%	-8.1%	22.9%	-1.7%
Esquire	Hearst Magazines	2,741	1,694	6,544	613	11,592	3,471	1,648	5,227	349	10,694	-21.0%	2.8%	25.2%	75.8%	8.4%	2,963	1,578	6,496	202	11,239	-11.5%	-18.6%	20.6%	-39.2%	2.1%
Family Circle	Meredith Corporation	11,834	156	166	-	12,156	14,566	399	160	-	15,125	-18.8%	-60.9%	3.8%	-	-19.6%	12,564	181	199	-	12,945	-18.9%	-38.0%	-7.7%	-	-19.1%
FamilyFun	Meredith Corporation	4,153	26	66	1	4,246	4,407	32	108	2	4,549	-5.8%	-18.8%	-38.9%	-50.0%	-6.7%	4,709	24	69	1	4,803	23.5%	-11.1%	-19.6%	-53.7%	22.3%
Fast Company	Mansueto Ventures	2,103	2,150	3,638	55	7,946	2,175	2,036	3,490	68	7,769	-3.3%	5.6%	4.2%	-19.1%	2.3%	2,103	2,229	3,451	21	7,804	-3.3%	9.4%	-7.0%	57.4%	-1.7%
Field & Stream	Bonnier Corporation	8,944	686	1,234	38	10,902	9,658	475	1,317	-	11,450	-7.4%	44.4%	-6.3%	+	-4.8%	9,029	495	1,377	8	10,909	-3.6%	14.6%	2.5%	+	-2.1%

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Flying	Bonnier Corporation	1,041	237	219	49	1,546	846	124	195	-	1,165	23.0%	91.1%	12.3%	+	32.7%	1,041	189	203	14	1,447	23.0%	51.6%	15.2%	+	26.2%
Food & Wine	Meredith Corporation	7,052	1,413	4,187	220	12,872	8,291	1,424	4,119	238	14,072	-14.9%	-0.8%	1.7%	-7.6%	-8.5%	7,356	1,473	4,258	183	13,270	-10.1%	7.9%	26.2%	-17.2%	1.0%
Food Network Magazine	Hearst Magazines	13,389	745	2,735	84	16,953	13,369	808	2,585	92	16,854	0.1%	-7.8%	5.8%	-9.0%	0.6%	12,999	870	2,916	96	16,881	-5.6%	-9.6%	-4.8%	-16.4%	-5.8%
Fortune	Meredith Corporation	2,607	2,632	5,646	937	11,822	3,899	2,796	6,175	1,026	13,896	-33.1%	-5.9%	-8.6%	-8.7%	-14.9%	3,154	3,443	7,763	1,482	15,842	-15.1%	3.7%	16.8%	25.8%	6.6%
Four Wheeler Group	Motor Trend Group/ TEN Publishing	4,902	91	203	-	5,196	5,462	99	215	-	5,776	-10.3%	-8.2%	-5.4%	-	-10.0%	5,338	101	240	7	5,686	32.3%	0.5%	9.9%	+	30.6%
Game & Fish	Outdoor Sportsman Group	5,177	117	320	15	5,629	6,237	129	355	-	6,721	-17.0%	-9.3%	-9.9%	+	-16.2%	6,083	112	295	6	6,496	-6.1%	-10.7%	-4.0%	+	-6.0%
Glamour	Condé Nast	8,676	1,336	5,050	3,137	18,200	10,195	1,297	5,450	1,433	18,375	-14.9%	3.0%	-7.3%	118.9%	-1.0%	9,612	1,272	4,463	2,650	17,997	-7.8%	-13.6%	-27.7%	15.7%	-11.6%
Golf Digest	Condé Nast	4,679	715	2,687	1,349	9,430	4,907	703	2,646	996	9,253	-4.6%	1.6%	1.5%	35.4%	1.9%	4,683	774	2,540	1,489	9,486	-7.9%	12.9%	23.0%	145.1%	12.3%
Good Housekeeping	Hearst Magazines	18,639	3,357	19,521	1,574	43,091	19,869	3,255	8,590	162	31,876	-6.2%	3.1%	127.3%	872.3%	35.2%	19,289	2,701	11,554	780	34,324	-1.3%	-11.5%	52.9%	138.6%	12.6%
GQ	Condé Nast	6,104	1,181	4,671	2,698	14,654	6,415	1,656	6,715	2,137	16,924	-4.8%	-28.7%	-30.4%	26.3%	-13.4%	6,038	1,379	5,466	3,669	16,553	-5.9%	-25.1%	-24.0%	31.7%	-9.2%
Guns & Ammo	Outdoor Sportsman Group	11,285	113	239	-	11,637	11,302	163	308	-	11,773	-0.2%	-30.7%	-22.4%	-	-1.2%	11,596	156	368	-	12,120	4.0%	-25.7%	-1.4%	-	3.3%
Harper's Bazaar	Hearst Magazines	3,070	2,168	14,746	1,313	21,296	2,679	1,347	3,385	1,543	8,954	14.6%	60.9%	335.6%	-14.9%	137.8%	3,038	1,279	9,415	880	14,612	1.5%	6.1%	150.3%	-49.1%	50.8%
Health	Meredith Corporation	8,506	1,495	5,204	264	15,469	9,507	1,750	5,502	473	17,232	-10.5%	-14.6%	-5.4%	-44.2%	-10.2%	9,136	1,686	5,723	346	16,891	1.1%	-13.6%	-6.5%	32.7%	-2.7%
HGTV Magazine	Hearst Magazines	10,947	194	424	19	11,583	9,847	185	374	30	10,435	11.2%	5.1%	13.4%	-38.3%	11.0%	10,495	185	391	18	11,090	10.1%	4.2%	7.3%	-38.9%	9.7%
Hot Rod	Motor Trend Group/ TEN Publishing	5,363	129	144	22	5,659	5,485	168	173	40	5,866	-2.2%	-23.0%	-16.3%	-45.4%	-3.5%	5,400	168	159	23	5,750	-2.8%	-6.3%	-19.9%	-8.6%	-3.5%
House Beautiful	Hearst Magazines	4,976	660	3,790	590	10,015	6,022	806	1,782	40	8,650	-17.4%	-18.1%	112.7%	1361.9%	15.8%	5,226	560	2,674	183	8,642	-13.9%	-45.1%	45.4%	124.6%	-4.1%
In-Fisherman	Outdoor Sportsman Group	3,363	46	19	-	3,428	4,069	32	-	-	4,101	-17.4%	43.8%	+	-	-16.4%	3,795	56	39	-	3,890	-4.4%	47.6%	85.7%	-	-3.4%
InStyle	Meredith Corporation	7,556	996	4,427	272	13,251	8,454	1,248	3,275	263	13,240	-10.6%	-20.2%	35.2%	3.4%	0.1%	8,035	1,305	4,028	244	13,612	-10.0%	-0.2%	23.9%	37.0%	-0.4%
Kraft Food & Family	Meredith Corporation	2,250	1,154	4,702	14	8,120	2,250	1,666	4,310	-	8,226	0.0%	-30.7%	9.1%	+	-1.3%	2,250	1,313	4,275	3	7,841	0.0%	-26.5%	-9.3%	-94.8%	-11.0%
Marie Claire	Hearst Magazines	2,936	1,138	9,626	704	14,404	3,091	1,154	3,212	1,470	8,928	-5.0%	-1.5%	199.6%	-52.1%	61.3%	2,938	956	6,386	710	10,990	-11.1%	-22.4%	94.7%	-68.0%	9.5%
Martha Stewart Living	Meredith Corporation	7,446	2,124	5,052	645	15,267	8,257	2,389	5,029	591	16,266	-9.8%	-11.1%	0.5%	9.1%	-6.1%	7,669	2,176	5,185	573	15,603	-9.4%	-12.0%	2.7%	-14.6%	-6.3%
Men's Health	Hearst Magazines	12,000	1,115	5,153	50	18,318	13,798	1,428	5,677	253	21,156	-13.0%	-21.9%	-9.2%	-80.3%	-13.4%	13,114	1,197	4,813	232	19,355	-3.7%	-18.9%	-14.2%	-11.5%	-7.7%
Men's Journal	American Media, Inc.	2,843	887	3,688	166	7,583	2,703	472	1,411	-	4,586	5.2%	87.8%	161.3%	+	65.4%	2,843	493	1,935	69	5,340	5.2%	-9.5%	32.5%	+	13.4%
Midwest Living	Meredith Corporation	2,586	285	661	-	3,532	2,939	329	634	-	3,902	-12.0%	-13.4%	4.3%	-	-9.5%	2,646	260	550	-	3,457	-16.9%	-13.3%	2.2%	-	-14.1%
Money	Meredith Corporation	5,552	1,769	5,851	12	13,184	6,166	1,729	7,726	77	15,698	-10.0%	2.3%	-24.3%	-84.4%	-16.0%	5,762	2,112	6,347	70	14,291	-4.2%	38.9%	49.4%	192.4%	21.0%
Mother Earth News	Ogden Publications	2,721	260	815	-	3,796	2,766	343	625	-	3,734	-1.6%	-24.2%	30.4%	-	1.7%	2,681	206	655	-	3,543	-1.2%	-47.2%	-24.1%	-	-10.8%
Motor Trend	Motor Trend Group/ TEN Publishing	6,442	1,150	1,965	469	10,026	7,162	1,406	1,875	810	11,253	-10.1%	-18.2%	4.8%	-42.1%	-10.9%	6,540	1,399	1,993	575	10,507	-6.2%	0.4%	30.6%	-35.3%	-2.5%
Motorcyclist	Bonnier Corporation	2,847	321	432	29	3,629	1,378	118	172	-	1,668	106.6%	172.0%	151.2%	+	117.6%	2,112	177	266	9	2,564	50.6%	134.4%	100.0%	+	59.2%
Muscle & Fitness	American Media, Inc.	5,855	571	1,727	17	8,170	6,330	595	1,897	21	8,842	-7.5%	-4.0%	-8.9%	-19.0%	-7.6%	6,331	591	1,658	14	8,595	-1.3%	-5.9%	-20.9%	-36.8%	-6.2%
National Enquirer	American Media, Inc.	5,490	166	389	-	6,045	6,578	214	533	-	7,326	-16.5%	-22.4%	-27.1%	-	-17.5%	5,479	157	341	8	5,986	-20.5%	-27.9%	-34.3%	+	-21.5%
National Geographic	National Geographic Partners	31,680	3,527	4,604	224	40,035	32,312	4,222	5,790	494	42,818	-2.0%	-16.5%	-20.5%	-54.7%	-6.5%	32,116	3,508	4,827	203	40,654	3.4%	-14.2%	-13.0%	-45.3%	-1.1%
National Geographic Kids	National Geographic Partners	6,870	270	353	17	7,510	6,858	324	444	38	7,664	0.2%	-16.7%	-20.5%	-55.3%	-2.0%	7,054	269	370	16	7,708	1.3%	-14.3%	-13.0%	-45.3%	-0.3%
National Geographic Traveler	National Geographic Partners	11,195	362	472	23	12,052	11,922	433	594	51	13,000	-6.1%	-16.4%	-20.5%	-54.9%	-7.3%	11,968	360	495	21	12,844	6.0%	-14.3%	-13.0%	-45.5%	4.3%
New York Magazine	New York Media	3,121	7,353	21,115	198	31,787	3,104	5,066	16,709	243	25,122	0.5%	45.1%	26.4%	-18.5%	26.5%	3,257	6,841	20,961	300	31,360	23.7%	26.3%	22.5%	-20.8%	22.8%
O, The Oprah Magazine	Hearst Magazines	10,398	454	1,277	58	12,187	9,635	809	1,406	1,197	13,046	7.9%	-43.8%	-9.2%	-95.1%	-6.6%	10,073	629	1,233	49	11,984	5.3%	-16.6%	-9.7%	-95.3%	-5.9%
OK! Magazine	American Media, Inc.	3,646	233	2,501	-	6,379	4,708	365	1,861	-	6,934	-22.6%	-36.3%	34.4%	-	-8.0%	3,999	213	2,007	-	6,219	-18.3%	-61.9%	1.6%	-100.0%	-16.4%
Outdoor Life	Bonnier Corporation	6,058	579	960	53	7,650	5,905	312	748	-	6,965	2.6%	85.6%	28.3%	+	9.8%	6,406	434	1,002	17	7,860	7.5%	58.1%	38.6%	+	12.9%

Magazine Brand	Publishing Company	CURRENT MONTH - May 2018 (000)					YEAR AGO - May 2017 (000)					May 2018 vs. May 2017 (% change)					YTD AVERAGE - as of May 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°
Outside	Mariah Media	2,687	528	1,952	-	5,167	2,513	658	1,548	-	4,719	6.9%	-19.8%	26.1%	-	9.5%	2,783	581	1,651	-	5,014	19.2%	-13.4%	9.8%	-	11.2%
Parents	Meredith Corporation	10,305	1,277	4,498	147	16,227	12,193	2,396	7,974	93	22,656	-15.5%	-46.7%	-43.6%	58.1%	-28.4%	11,550	1,288	4,649	125	17,613	-4.5%	-25.8%	-26.0%	-28.7%	-13.2%
People	Meredith Corporation	36,859	7,105	40,474	3,774	88,212	41,863	6,109	26,297	5,809	80,078	-12.0%	16.3%	53.9%	-35.0%	10.2%	38,685	7,260	34,114	4,494	84,553	-8.6%	20.3%	29.4%	-2.8%	6.6%
People en Español	Meredith Corporation	6,853	79	1,085	52	8,069	6,821	105	895	-	7,821	0.5%	-24.8%	21.2%	+	3.2%	6,944	82	913	10	7,950	-0.9%	-18.6%	3.8%	-68.2%	-0.8%
Petersen's Hunting	Outdoor Sportsman Group	4,360	15	25	-	4,400	4,361	6	44	-	4,411	0.0%	150.0%	-43.2%	-	-0.2%	4,434	21	70	-	4,525	0.3%	14.4%	12.9%	-	0.6%
Playboy	Playboy Enterprises Inc.	3,451	88	156	92	3,787	3,389	428	1,861	113	5,791	1.8%	-79.4%	-91.6%	-18.6%	-34.6%	3,469	176	325	106	4,076	-4.2%	-69.9%	-87.4%	-51.9%	-41.8%
Popular Mechanics	Hearst Magazines	6,899	1,894	4,805	930	14,527	7,680	2,277	3,847	46	13,849	-10.2%	-16.8%	24.9%	1933.2%	4.9%	7,231	1,608	3,954	314	13,107	-0.9%	-22.5%	10.2%	323.0%	0.6%
Popular Science	Bonnier Corporation	8,197	1,449	3,489	79	13,214	9,072	1,589	2,030	73	12,764	-9.6%	-8.8%	71.9%	8.2%	3.5%	8,663	1,386	2,953	83	13,085	10.1%	10.3%	82.8%	84.4%	21.3%
Prevention	Hearst Magazines	5,444	1,492	6,267	222	13,425	6,672	1,800	4,880	84	13,436	-18.4%	-17.1%	28.4%	164.2%	-0.1%	6,304	1,529	5,801	478	14,112	-5.5%	-20.9%	12.5%	363.5%	1.8%
Rachael Ray Every Day	Meredith Corporation	5,812	111	714	-	6,637	5,645	191	371	-	6,207	3.0%	-41.9%	92.5%	-	6.9%	5,916	129	437	-	6,482	-1.3%	-21.5%	20.7%	-	-0.6%
Reader's Digest	Trusted Media Brands	17,359	2,268	5,736	194	25,557	19,278	2,189	2,923	53	24,443	-10.0%	3.6%	96.2%	266.0%	4.6%	17,978	2,338	5,764	68	26,148	-6.2%	11.1%	115.6%	537.7%	9.2%
Real Simple	Meredith Corporation	7,348	1,645	4,405	272	13,670	7,245	1,881	5,099	402	14,627	1.4%	-12.5%	-13.6%	-32.3%	-6.5%	7,126	1,653	4,282	260	13,321	-3.6%	-27.3%	-23.8%	-3.3%	-14.4%
Redbook	Hearst Magazines	4,876	447	3,211	474	9,008	5,443	581	1,978	40	8,041	-10.4%	-23.0%	62.3%	1099.9%	12.0%	4,993	432	2,637	283	8,345	-9.2%	-42.2%	25.4%	-57.0%	-7.3%
Road & Track	Hearst Magazines	2,918	518	2,485	142	6,063	3,131	668	1,652	2	5,453	-6.8%	-22.5%	50.4%	7036.6%	11.2%	2,804	617	2,124	51	5,596	-4.1%	-20.7%	14.2%	2978.6%	0.6%
Runner's World	Hearst Magazines	2,240	805	2,680	187	5,911	2,374	945	3,415	35	6,769	-5.6%	-14.9%	-21.5%	430.6%	-12.7%	2,225	827	2,494	276	5,822	-15.2%	-16.8%	-28.5%	383.3%	-18.7%
Saveur	Bonnier Corporation	621	1,075	1,937	130	3,763	763	478	898	27	2,166	-18.6%	124.9%	115.7%	381.5%	73.7%	623	742	1,696	69	3,130	-17.4%	59.1%	75.1%	305.9%	41.9%
Seventeen	Hearst Magazines	6,745	671	1,793	196	9,405	6,982	704	2,259	45	9,990	-3.4%	-4.7%	-20.6%	337.9%	-5.9%	7,095	572	1,731	233	9,631	-0.3%	-24.5%	-23.7%	157.1%	-5.9%
Shape	Meredith Corporation	4,521	2,546	5,424	150	12,641	5,675	2,739	4,852	85	13,351	-20.3%	-7.0%	11.8%	76.5%	-5.3%	5,211	2,547	5,298	112	13,168	-10.9%	-21.6%	-3.4%	-39.5%	-10.8%
Ski	Active Interest Media	1,331	-	-	-	1,331	1,389	8	-	-	1,397	-4.2%	-100.0%	-	-	-4.7%	1,331	8	-	-	1,339	-4.2%	-65.5%	-100.0%	-	-8.4%
Smithsonian	Smithsonian Enterprises	7,283	1,638	3,355	-	12,276	7,598	1,419	4,379	147	13,543	-4.1%	15.4%	-23.4%	-100.0%	-9.4%	7,487	1,835	4,269	25	13,616	2.3%	20.0%	7.1%	-86.4%	4.6%
Southern Living	Meredith Corporation	15,462	1,553	5,052	422	22,489	17,007	1,658	3,774	280	22,719	-9.1%	-6.3%	33.9%	50.7%	-1.0%	15,838	1,498	4,621	270	22,227	-1.5%	-8.4%	21.7%	37.4%	2.4%
Sports Illustrated	Meredith Corporation	17,306	2,263	8,118	1,990	29,677	17,961	2,933	9,645	1,510	32,049	-3.6%	-22.8%	-15.8%	31.8%	-7.4%	17,576	3,807	12,088	2,053	35,523	-4.8%	9.5%	22.6%	-5.8%	4.5%
Star	American Media, Inc.	5,125	41	113	-	5,279	6,315	22	178	-	6,515	-18.8%	84.9%	-36.3%	-	-19.0%	5,394	41	99	-	5,534	-15.4%	20.8%	-51.2%	-	-16.3%
Street Rodder	Motor Trend Group/ TEN Publishing	2,199	77	86	13	2,375	2,442	100	103	24	2,669	-10.0%	-23.0%	-16.3%	-45.8%	-11.0%	2,217	100	94	15	2,427	-8.6%	-6.2%	-20.1%	-1.0%	-8.9%
Taste of Home	Trusted Media Brands	12,669	3,158	9,609	405	25,841	12,869	3,283	6,528	160	22,840	-1.6%	-3.8%	47.2%	153.1%	13.1%	12,791	3,601	10,460	121	26,973	-2.9%	1.7%	46.3%	53.7%	12.7%
Texas Monthly	GP TM Acquisition, LLC	2,489	292	800	-	3,581	2,402	291	981	-	3,674	3.6%	0.3%	-18.5%	-	-2.5%	2,405	267	531	-	3,203	11.8%	15.6%	-22.0%	-	4.6%
The Atlantic	Atlantic Media	2,234	5,724	11,011	122	19,091	2,287	6,518	17,901	191	26,897	-2.3%	-12.2%	-38.5%	-36.1%	-29.0%	2,296	6,140	12,246	96	20,778	5.5%	2.1%	-15.3%	-11.6%	-8.7%
The Economist	The Economist Group	2,504	1,397	1,280	-	5,181	2,749	2,428	2,513	65	7,755	-8.9%	-42.5%	-49.1%	-100.0%	-33.2%	2,565	1,594	1,610	1	5,770	-3.4%	-16.5%	-23.6%	-98.9%	-14.7%
The Family Handyman	Trusted Media Brands	4,781	1,642	3,865	84	10,372	5,136	1,826	3,127	18	10,107	-6.9%	-10.1%	23.6%	366.7%	2.6%	4,906	1,577	3,520	60	10,064	1.4%	-14.8%	38.8%	1566.7%	9.1%
The New Yorker	Condé Nast	4,695	3,325	8,457	2,484	18,960	5,503	3,467	8,392	2,045	19,407	-14.7%	-4.1%	0.8%	21.5%	-2.3%	5,201	3,568	8,540	2,253	19,562	4.3%	-5.9%	-15.4%	54.8%	-3.8%
This Old House	This Old House Ventures, LLC	7,068	1,091	2,440	546	11,145	6,030	1,041	1,815	681	9,567	17.2%	4.8%	34.4%	-19.8%	16.5%	6,862	1,013	2,057	536	10,467	15.0%	1.4%	14.5%	137.6%	16.5%
Time	Meredith Corporation	17,967	6,250	18,803	3,210	46,230	18,824	6,184	16,164	4,646	45,818	-4.6%	1.1%	16.3%	-30.9%	0.9%	18,263	8,327	22,088	4,284	52,962	-1.2%	24.4%	16.0%	20.3%	10.8%
Town & Country	Hearst Magazines	3,308	2,190	10,697	569	16,765	3,201	539	1,429	990	6,158	3.3%	306.5%	648.7%	-42.5%	172.2%	3,346	1,218	5,253	402	10,219	4.6%	109.5%	284.7%	-56.0%	68.7%
Traditional Home	Meredith Corporation	3,810	42	76	-	3,928	4,803	120	116	-	5,039	-20.7%	-65.0%	-34.5%	-	-22.0%	4,233	59	80	-	4,372	-3.5%	13.7%	-6.0%	-	-3.4%
Travel + Leisure	Meredith Corporation	6,594	1,641	4,574	281	13,090	6,774	1,530	3,911	274	12,489	-2.7%	7.3%	17.0%	2.6%	4.8%	6,856	1,717	4,487	234	13,294	3.5%	-1.7%	2.6%	-28.5%	1.7%
Us Weekly	American Media, Inc.	10,008	2,445	17,083	321	29,858	11,487	2,631	9,892	28	24,038	-12.9%	-7.1%	72.7%	1046.4%	24.2%	10,536	2,538	16,471	98	29,642	-12.1%	-30.3%	23.8%	-23.1%	2.0%
Vanity Fair	Condé Nast	7,509	2,479	8,546	5,270	23,803	8,051	2,974	9,322	4,681	25,028	-6.7%	-16.7%	-8.3%	12.6%	-4.9%	7,880	2,808	8,744	5,720	25,153	-0.9%	-5.3%	-8.6%	23.0%	0.1%

Magazine Brand	Publishing Company	CURRENT MONTH - May 2018 (000)					YEAR AGO - May 2017 (000)					May 2018 vs. May 2017 (% change)					YTD AVERAGE - as of May 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°
Veranda	Hearst Magazines	1,066	30	41	-	1,137	1,527	70	126	-	1,723	-30.2%	-57.3%	-67.5%	-	-34.0%	1,254	24	95	6	1,379	-2.6%	-62.8%	-18.2%	+	-6.1%
Vogue	Condé Nast	10,812	1,691	5,695	5,849	24,047	11,929	1,770	4,329	2,988	21,016	-9.4%	-4.5%	31.6%	95.7%	14.4%	11,181	1,522	4,516	3,959	21,178	-4.5%	-9.3%	23.1%	84.4%	10.3%
W	Condé Nast	1,066	361	1,251	993	3,671	1,075	522	1,130	530	3,258	-0.8%	-30.8%	10.7%	87.4%	12.7%	916	497	1,519	916	3,848	-2.4%	54.5%	90.9%	37.8%	41.5%
WebMD Magazine	WebMD, LLC	9,921	11,838	34,950	54	56,763	13,994	13,994	34,640	57	62,685	-29.1%	-15.4%	0.9%	-5.3%	-9.4%	11,674	12,631	36,391	30	60,726	0.5%	-12.2%	6.2%	-2.6%	0.7%
Wired	Condé Nast	3,138	3,330	7,518	3,297	17,283	3,492	3,640	6,389	1,967	15,488	-10.1%	-8.5%	17.7%	67.6%	11.6%	3,525	3,564	6,539	3,796	17,424	13.4%	2.2%	1.1%	62.8%	13.2%
Woman's Day	Hearst Magazines	15,020	653	1,901	53	17,627	15,990	658	2,455	6	19,109	-6.1%	-0.7%	-22.6%	803.1%	-7.8%	15,406	593	1,797	59	17,856	-6.2%	-33.4%	-39.8%	-59.7%	-12.7%
Women's Health	Hearst Magazines	11,350	1,378	7,377	38	20,143	11,796	1,535	5,911	242	19,484	-3.8%	-10.2%	24.8%	-84.3%	3.4%	11,830	1,351	5,987	402	19,569	3.5%	-21.9%	-3.1%	122.7%	0.2%
Yoga Journal	Active Interest Media	1,899	226	478	-	2,603	1,966	314	358	-	2,638	-3.4%	-28.0%	33.5%	-	-1.3%	1,899	253	518	-	2,670	-3.4%	-22.3%	106.6%	-	5.0%
<b>Total (000)</b>		<b>838,049</b>	<b>186,199</b>	<b>594,910</b>	<b>77,620</b>	<b>1,696,778</b>	<b>903,707</b>	<b>199,600</b>	<b>508,144</b>	<b>62,456</b>	<b>1,673,908</b>	<b>-7.3%</b>	<b>-6.7%</b>	<b>17.1%</b>	<b>24.3%</b>	<b>1.4%</b>	<b>869,610</b>	<b>195,488</b>	<b>562,863</b>	<b>81,508</b>	<b>1,709,469</b>	<b>-2.6%</b>	<b>-6.5%</b>	<b>8.8%</b>	<b>20.7%</b>	<b>1.3%</b>
<b>Share by Platform (%)</b>		<b>49.4%</b>	<b>11.0%</b>	<b>35.1%</b>	<b>4.6%</b>	<b>100.0%</b>	<b>54.0%</b>	<b>11.9%</b>	<b>30.4%</b>	<b>3.7%</b>	<b>100.0%</b>						<b>50.9%</b>	<b>11.4%</b>	<b>32.9%</b>	<b>4.8%</b>	<b>100.0%</b>					

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 2018 and Fall 2017, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Spring 2018 and Spring 2017 (all data for Ipsos Spring 2017 has been re-cast as \$125K+ HHI).  
- Web (Desktop/Laptop): comScore Media Metrix®; May 2018 and May 2017; U.S.  
- Mobile Web: comScore Mobile Metrix; May 2018 and May 2017; U.S.  
- Video: comScore Video Metrix; May 2018 and May 2017; U.S.  
**Year to Date**  
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2018, Spring 2017, 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-May 2018 and January 2017-May 2017; U.S.  
- Mobile Web: comScore Mobile Metrix; January 2018-May 2018 and January 2017-May 2017; U.S.  
- Video: comScore Video Metrix; January 2018-May 2018 and January 2017-May 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 116 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.