

Magazine Brand	Publishing Company	CURRENT MONTH - November 2016 (000)					YEAR AGO - November 2015 (000)					November 2016 vs. November 2015 (change 000)					November 2016 vs. November 2015 (% change)					YTD AVERAGE - as of November 2016 (000)					YTD 2016 vs. YTD 2015 (% 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°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off Road	TEN	2,866	47	128	-	3,040	2,256	53	93	20	2,422	610	(6)	35	(20)	618	27.0%	-11.3%	37.0%	-100.0%	25.5%	2,525	51	109	12	2,696	12.3%	11.2%	40.1%	123.8%	13.4%
AARP	AARP Media	37,501	3,821	3,550	65	44,937	36,088	4,536	6,065	100	46,789	1,413	(715)	(2,515)	(35)	-1,852	3.9%	-15.8%	-41.5%	-35.0%	-4.0%	36,507	3,747	4,381	361	44,996	4.2%	-16.1%	-2.1%	143.8%	2.0%
Allrecipes	Meredith Corporation	8,189	15,247	39,223	1,691	64,350	7,621	16,291	33,291	2,048	59,251	568	(1,044)	5,932	(357)	5,099	7.5%	-6.4%	17.8%	-17.4%	8.6%	7,686	12,369	31,049	1,084	52,187	0.5%	-4.3%	31.5%	-9.3%	15.0%
Allure	Condé Nast	6,225	941	3,993	1,052	12,211	5,220	992	2,764	858	9,834	1,005	(51)	1,229	194	2,377	19.3%	-5.1%	44.5%	22.6%	24.2%	5,976	1,015	3,782	478	11,250	-1.4%	8.8%	74.9%	63.3%	19.1%
Architectural Digest	Condé Nast	4,257	540	1,179	358	6,334	3,669	389	401	-	4,460	588	151	777	358	1,874	16.0%	38.7%	193.8%	+	42.0%	4,177	437	928	40	5,582	-3.5%	22.6%	147.2%	+	10.3%
Automobile	TEN	3,308	262	175	-	3,745	3,591	301	324	187	4,403	(283)	(39)	(149)	(187)	-658	-7.9%	-13.0%	-46.0%	-100.0%	-14.9%	3,263	252	289	37	3,842	-10.8%	-26.4%	0.2%	119.8%	-10.8%
Autoweek	Crain Communications, Inc.	2,878	331	714	-	3,923	2,064	368	427	-	2,859	814	(37)	287	-	1,064	39.4%	-10.1%	67.2%	-	37.2%	2,138	372	511	-	3,021	-3.3%	-6.1%	63.7%	-100.0%	3.5%
Backpacker	Active Interest Media	1,298	124	-	-	1,422	1,157	142	-	-	1,299	141	(18)	-	-	123	12.2%	-12.7%	-	-	9.5%	1,234	160	160	-	1,554	1.3%	-5.2%	69.3%	-	4.9%
Better Homes and Gardens	Meredith Corporation	36,951	5,066	5,434	720	48,171	36,495	3,929	6,375	681	47,480	456	1,137	(941)	39	691	1.2%	28.9%	-14.8%	5.7%	1.5%	37,030	3,969	6,359	331	47,688	-2.9%	-9.4%	5.5%	-16.8%	-2.5%
Bicycling	Rodale Inc.	1,565	322	547	-	2,434	1,494	280	559	-	2,333	71	42	(12)	-	101	4.8%	15.0%	-2.1%	-	4.3%	1,654	372	818	-	2,844	-5.1%	9.2%	76.8%	-	11.7%
Bloomberg Businessweek	*** Bloomberg, L.P.	2,571	8,413	16,330	13,491	40,805	2,606	9,766	8,646	11,219	32,237	(35)	(1,353)	7,684	2,272	8,568	-1.3%	-13.9%	88.9%	20.3%	26.6%	2,446	9,139	12,692	12,419	36,696	-0.4%	-18.6%	30.4%	36.0%	12.7%
Bon Appétit/Epicurious	Condé Nast	6,880	5,272	12,522	4,066	28,740	6,713	6,537	11,491	2,361	27,102	167	(1,265)	1,030	1,705	1,638	2.5%	-19.3%	9.0%	72.2%	6.0%	6,655	4,817	10,950	2,411	24,833	0.3%	-0.2%	31.5%	183.1%	20.3%
Brides	Condé Nast	4,921	992	1,227	418	7,558	4,833	471	991	-	6,295	88	521	235	418	1,262	1.8%	110.7%	23.7%	+	20.1%	5,253	873	1,690	385	8,201	-3.1%	36.6%	34.9%	+	12.2%
Car and Driver	Hearst Magazines	9,451	2,248	4,109	103	15,911	8,564	2,616	3,480	155	14,815	887	(367)	629	(52)	1,097	10.4%	-14.0%	18.1%	-33.3%	7.4%	8,617	2,635	4,790	123	16,165	-7.2%	-2.7%	84.3%	284.0%	10.5%
Car Craft	TEN	2,192	42	51	11	2,297	1,861	56	92	28	2,038	331	(14)	(41)	(17)	259	17.8%	-24.5%	-44.6%	-61.1%	12.7%	1,962	46	70	12	2,090	3.3%	-10.4%	17.2%	69.8%	3.6%
Coastal Living	Time Inc.	4,206	201	341	-	4,747	4,126	279	391	-	4,795	80	(78)	(50)	-	-48	1.9%	-28.1%	-12.8%	-	-1.0%	3,972	257	573	-	4,803	-11.6%	-10.4%	29.3%	-	-8.0%
Condé Nast Traveler	Condé Nast	3,376	930	3,048	580	7,933	3,319	865	1,557	-	5,741	57	65	1,491	580	2,192	1.7%	7.5%	95.8%	+	38.2%	3,309	874	2,671	168	7,023	-2.7%	26.8%	113.3%	257.8%	30.3%
Cooking Light	Time Inc.	10,579	910	1,891	-	13,380	11,002	2,170	4,467	59	17,698	(423)	(1,260)	(2,577)	(59)	-4,318	-3.8%	-58.1%	-57.7%	-100.0%	-24.4%	10,955	1,366	3,238	14	15,573	-3.3%	-30.5%	-18.8%	-69.8%	-10.1%
Cosmopolitan	Hearst Magazines	17,133	3,028	12,282	552	32,994	15,073	3,187	11,914	196	30,371	2,060	(160)	367	355	2,623	13.7%	-5.0%	3.1%	181.0%	8.6%	15,830	3,115	13,128	1,020	33,093	-2.8%	-14.2%	7.4%	626.6%	2.5%
Country Living	Hearst Magazines	11,657	3,420	11,882	1,091	28,049	11,813	2,505	6,025	28	20,371	(156)	914	5,857	1,063	7,678	-1.3%	36.5%	97.2%	3833.0%	37.7%	11,729	2,673	7,802	174	22,379	-2.5%	78.9%	116.1%	1928.3%	30.5%
Cycle World	Bonnier Corporation	1,951	193	267	-	2,411	1,929	171	231	-	2,331	22	22	36	-	80	1.1%	12.9%	15.6%	-	3.4%	1,994	189	104	-	2,288	2.6%	-30.6%	5.4%	-100.0%	-1.6%
Departures	* Time Inc.	6,436	237	35	-	6,708	6,094	294	32	-	6,420	342	(57)	3	-	288	5.6%	-19.3%	8.3%	-	4.5%	6,125	142	39	-	6,306	6.1%	109.2%	202.4%	-	7.7%
Diabetic Living	* Meredith Corporation	6,685	88	167	-	6,940	5,586	209	222	-	6,017	1,099	(121)	(55)	-	923	19.7%	-57.9%	-24.8%	-	15.3%	6,111	141	237	-	6,490	12.5%	-11.4%	21.0%	-	12.1%
Dirt Rider	Bonnier Corporation	1,346	39	109	-	1,494	1,435	57	34	-	1,526	(89)	(18)	75	-	-32	-6.2%	-31.6%	220.6%	-	-2.1%	1,386	55	29	0	1,470	-4.5%	-7.5%	88.7%	+	-3.7%
Discover	*** Kalmbach Publishing Co.	2,008	253	145	-	2,406	1,940	187	-	-	2,127	68	66	145	-	279	3.5%	35.3%	+	-	13.1%	1,689	308	150	-	2,148	-3.6%	-21.8%	-24.2%	-100.0%	-8.6%
domino	* Domino Media Group, Inc.	1,140	166	2,120	-	3,426	1,060	97	1,243	-	2,400	80	69	877	-	1,027	7.5%	71.9%	70.6%	-	42.8%	1,096	137	1,192	-	2,425	0.3%	64.1%	234.9%	-	58.3%
EatingWell	Meredith Corporation	6,060	1,547	2,406	129	10,142	6,171	1,379	2,282	66	9,898	(111)	168	124	63	244	-1.8%	12.2%	5.4%	95.5%	2.5%	6,128	1,352	2,380	28	9,887	10.1%	-13.6%	1.4%	-17.7%	4.0%
Elle	Hearst Magazines	5,476	2,025	5,690	1,658	14,849	5,140	3,093	4,631	138	13,002	336	(1,068)	1,059	1,520	1,847	6.5%	-34.5%	22.9%	1098.4%	14.2%	5,452	2,027	4,980	597	13,056	3.0%	-7.7%	41.3%	2819.8%	18.3%
Elle Decor	Hearst Magazines	2,059	283	704	44	3,091	1,714	324	399	2	2,439	345	(40)	305	42	652	20.1%	-12.5%	76.5%	2170.9%	26.7%	1,869	339	648	12	2,868	-9.5%	53.3%	87.4%	6899.2%	9.0%
Entertainment Weekly	Time Inc.	9,929	4,758	13,726	1,500	29,913	8,484	6,045	13,748	496	28,773	1,445	(1,286)	(22)	1,003	1,140	17.0%	-21.3%	-0.2%	202.1%	4.0%	8,968	4,861	13,934	1,595	29,358	-7.7%	-14.4%	8.9%	145.1%	1.8%
Entrepreneur	Entrepreneur Media	3,061	3,443	2,641	109	9,254	2,526	3,369	2,818	151	8,864	535	74	(177)	(42)	390	21.2%	2.2%	-6.3%	-27.8%	4.4%	2,595	3,754	1,455	166	7,970	-12.1%	15.3%	-16.0%	165.9%	-0.4%
ESPN The Magazine	ESPN, Inc.	18,397	28,075	61,431	-	107,903	16,475	25,852	53,497	-	95,824	1,922	2,223	7,934	-	12,079	11.7%	8.6%	14.8%	-	12.6%	17,395	23,559	51,717	9,773	102,444	11.4%	-9.2%	9.4%	2.3%	4.1%
Esquire	Hearst Magazines	3,317	3,063	8,215	117	14,712	3,029	3,236	4,553	42	10,860	288	(173)	3,662	75	3,852	9.5%	-5.4%	80.4%	177.4%	35.5%	3,001	3,339	5,872	853	13,065	-13.6%	47.6%	86.9%	5219.1%	46.9%
Essence	Time Inc.	6,626	500	3,576	93	10,795	7,075	748	2,142	73	10,038	(449)	(248)	1,434	20	758	-6.3%	-33.2%	67.0%	27.8%	7.5%	6,808	696	3,806	83	11,392	-12.7%	-34.9%	99.8%	9.4%	5.1%
Family Circle	Meredith Corporation	15,736	127	389	-	16,252	15,908	152	241	-	16,301	(172)	(25)	148	-	-49	-1.1%	-16.4%	61.4%	-	-0.3%	15,911	134	191	-	16,237	-2.2%	-24.9%	-3.5%	-	-2.5%

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FamilyFun	** Meredith Corporation	3,664	-	-	-	3,664	4,153	-	-	-	4,153	(489)	-	-	-	-489	-11.8%	-	-	-	-	-11.8%	4,061	-	-	-	4,061	-8.8%	-	-	-	-8.8%
Fast Company	* Mansueto Ventures	2,175	1,819	3,510	-	7,504	2,211	3,190	5,238	135	10,774	(36)	(1,371)	(1,728)	(135)	-3,270	-1.6%	-43.0%	-33.0%	-100.0%	-30.4%	2,201	2,593	4,629	44	9,467	0.3%	-7.9%	39.9%	5.7%	13.3%	
Field & Stream	Bonnier Corporation	9,292	641	1,916	90	11,939	8,086	971	1,573	-	10,630	1,206	(330)	343	90	1,309	14.9%	-34.0%	21.8%	+	12.3%	8,402	516	601	18	9,537	1.9%	-20.4%	13.4%	-39.5%	0.9%	
Fit Pregnancy & Baby	* Meredith Corporation	7,000	319	1,732	-	9,051	7,000	267	1,276	-	8,543	-	52	456	-	508	0.0%	19.5%	35.7%	-	5.9%	6,793	251	1,442	-	8,486	16.6%	25.7%	49.3%	-100.0%	21.3%	
Flying	Bonnier Corporation	846	132	141	-	1,119	1,013	111	118	-	1,242	(167)	21	23	-	-123	-16.5%	18.9%	19.5%	-	-9.9%	922	125	44	2	1,093	-12.0%	61.7%	48.6%	-55.0%	-5.7%	
Food & Wine	Time Inc.	8,150	1,854	4,272	48	14,324	7,313	2,107	5,427	58	14,906	837	(253)	(1,155)	(11)	-582	11.4%	-12.0%	-21.3%	-18.0%	-3.9%	7,590	1,589	4,713	48	13,939	1.1%	-6.3%	45.7%	-41.1%	11.4%	
Food Network Magazine	Hearst Magazines	13,874	1,522	4,207	317	19,920	12,736	2,023	3,865	86	18,711	1,138	(501)	341	230	1,209	8.9%	-24.8%	8.8%	266.6%	6.5%	13,259	1,308	3,347	121	18,036	5.7%	-16.0%	19.4%	33.6%	6.1%	
Forbes	Forbes Media	7,776	18,512	44,397	4,062	74,747	6,729	18,858	27,762	1,359	54,708	1,047	(346)	16,635	2,703	20,039	15.6%	-1.8%	59.9%	198.9%	36.6%	7,303	18,479	34,556	1,167	61,505	5.8%	0.9%	65.5%	241.5%	32.4%	
Fortune	Time Inc.	3,668	5,217	9,883	1,048	19,816	3,296	6,076	5,405	154	14,931	372	(859)	4,478	894	4,884	11.3%	-14.1%	82.9%	578.6%	32.7%	3,409	4,844	7,612	901	16,767	-1.7%	-6.7%	71.8%	339.5%	26.1%	
Game & Fish	Outdoor Sportsman Group	6,535	138	269	-	6,942	5,679	153	272	58	6,162	856	(15)	(3)	(58)	780	15.1%	-9.8%	-1.1%	-100.0%	12.7%	6,163	155	95	-	6,412	13.0%	14.3%	14.7%	-100.0%	13.0%	
Glamour	Condé Nast	10,485	2,024	4,643	4,429	21,581	9,897	1,425	6,819	1,054	19,195	588	600	(2,176)	3,375	2,387	5.9%	42.1%	-31.9%	320.1%	12.4%	11,039	1,995	5,748	1,627	20,409	-5.8%	3.9%	57.7%	82.2%	12.3%	
Golf Digest	Condé Nast	5,131	390	1,075	291	6,887	4,503	395	782	506	6,186	628	(5)	292	(215)	700	13.9%	-1.3%	37.4%	-42.4%	11.3%	4,951	622	1,651	656	7,880	2.5%	-5.3%	37.2%	50.4%	10.6%	
Golf Magazine	Time Inc.	4,864	506	578	112	6,059	4,144	488	581	118	5,331	720	18	(3)	(6)	728	17.4%	3.6%	-0.6%	-5.2%	13.7%	4,494	694	1,315	209	6,712	0.7%	-22.0%	40.5%	18.7%	3.8%	
Good Housekeeping	Hearst Magazines	19,468	4,866	8,028	97	32,459	18,332	4,240	6,522	108	29,202	1,136	625	1,506	(11)	3,256	6.2%	14.8%	23.1%	-10.0%	11.2%	19,144	4,123	6,517	151	29,935	12.3%	52.0%	35.3%	702.7%	21.7%	
GQ	Condé Nast	6,417	1,838	7,666	2,471	18,393	6,031	2,001	5,330	2,693	16,054	386	(163)	2,337	(222)	2,338	6.4%	-8.1%	43.8%	-8.2%	14.6%	6,270	1,964	5,675	1,640	15,549	-1.3%	28.2%	59.1%	25.2%	21.8%	
Guns & Ammo	Outdoor Sportsman Group	11,106	277	551	-	11,934	9,724	391	500	-	10,615	1,382	(114)	51	-	1,319	14.2%	-29.2%	10.2%	-	12.4%	10,076	291	228	10	10,605	-3.1%	-7.6%	29.9%	189.5%	-2.6%	
Harper's Bazaar	Hearst Magazines	3,073	3,064	4,489	3,362	13,989	3,110	1,892	3,533	13	8,548	(37)	1,172	957	3,349	5,441	-1.2%	61.9%	27.1%	#####	63.7%	3,241	1,896	3,767	869	9,773	2.6%	30.3%	48.5%	67324.6%	36.6%	
Health	Time Inc.	8,918	2,162	5,637	117	16,834	8,054	2,539	6,147	71	16,812	864	(377)	(510)	46	23	10.7%	-14.9%	-8.3%	64.0%	0.1%	8,170	2,423	6,839	102	17,535	-0.1%	-18.6%	0.7%	76.1%	-2.6%	
HGTV Magazine	Hearst Magazines	9,455	158	256	57	9,926	8,356	180	242	43	8,821	1,099	(22)	14	14	1,105	13.2%	-12.3%	5.6%	32.8%	12.5%	8,823	182	327	38	9,370	7.6%	-5.9%	25.6%	143.7%	8.1%	
Hot Rod	TEN	5,573	162	195	42	5,972	5,584	214	352	108	6,259	(11)	(53)	(157)	(66)	-287	-0.2%	-24.5%	-44.6%	-61.1%	-4.6%	5,527	221	345	89	6,182	4.0%	-4.0%	50.4%	191.0%	6.5%	
House Beautiful	Hearst Magazines	6,079	1,454	2,671	-	10,204	5,068	752	1,390	-	7,210	1,011	702	1,281	-	2,994	19.9%	93.3%	92.2%	-	41.5%	5,555	1,262	2,160	3	8,980	-0.9%	112.6%	98.1%	-72.4%	23.0%	
In-Fisherman	Outdoor Sportsman Group	3,985	-	45	-	4,030	2,988	-	21	-	3,009	997	-	24	-	1,021	33.4%	-	114.3%	-	33.9%	3,292	27	15	1	3,334	4.4%	164.0%	27.8%	-27.8%	4.9%	
InStyle	Time Inc.	9,047	1,616	6,230	73	16,966	8,269	1,538	3,023	23	12,853	778	78	3,207	50	4,113	9.4%	5.1%	106.1%	214.5%	32.0%	8,733	1,713	4,873	49	15,369	-8.9%	21.0%	127.6%	118.5%	16.8%	
Kraft Food & Family	* Meredith Corporation	2,250	2,596	5,629	159	10,634	2,250	3,198	5,425	63	10,936	-	(602)	204	96	-302	0.0%	-18.8%	3.8%	152.4%	-2.8%	2,250	2,026	4,724	118	9,118	0.0%	-19.0%	33.8%	1965.1%	10.0%	
Latina	Latina Media Ventures	2,468	126	704	-	3,298	2,631	231	1,011	-	3,873	(163)	(105)	(307)	-	-575	-6.2%	-45.5%	-30.4%	-	-14.8%	2,342	186	1,025	24	3,576	-11.3%	-30.2%	3.0%	43.9%	-8.7%	
Marie Claire	Hearst Magazines	3,360	1,450	3,371	3,278	11,459	2,921	1,616	2,935	-	7,472	439	(166)	436	3,278	3,987	15.0%	-10.3%	14.9%	+	53.4%	3,138	1,364	3,101	1,526	9,129	-12.5%	6.7%	40.1%	6557.6%	28.6%	
Martha Stewart Living	Meredith Corporation	8,519	2,959	6,845	828	19,151	7,824	4,721	8,882	759	22,186	695	(1,762)	(2,037)	69	-3,035	8.9%	-37.3%	-22.9%	9.1%	-13.7%	8,182	2,666	6,263	625	17,737	-6.0%	-18.1%	10.3%	47.5%	-1.8%	
Men's Fitness	American Media, Inc.	7,683	1,175	2,455	47	11,360	7,109	1,575	3,519	84	12,287	574	(400)	(1,064)	(37)	-927	8.1%	-25.4%	-30.2%	-44.0%	-7.5%	7,323	1,339	3,361	35	12,058	0.8%	-17.8%	3.3%	35.0%	-1.0%	
Men's Health	Rodale Inc.	13,080	1,335	4,723	-	19,138	11,926	1,301	4,120	-	17,347	1,154	34	603	-	1,791	9.7%	2.6%	14.6%	-	10.3%	13,029	1,477	4,801	-	19,306	1.9%	-10.2%	39.5%	-	8.1%	
Midwest Living	Meredith Corporation	3,247	387	642	-	4,276	3,626	366	601	-	4,593	(379)	21	41	-	-317	-10.5%	5.7%	6.8%	-	-6.9%	3,540	344	697	1	4,581	-8.6%	10.7%	45.5%	-95.1%	-2.1%	
Money	Time Inc.	5,978	1,585	3,345	-	10,908	5,729	1,962	3,006	-	10,697	249	(377)	339	-	211	4.3%	-19.2%	11.3%	-	2.0%	5,542	1,664	2,931	20	10,157	-15.8%	-18.2%	34.4%	126.6%	-6.0%	
Mother Earth News	Ogden Publications	2,702	405	414	-	3,521	2,671	616	767	19	4,073	31	(211)	(353)	(19)	-552	1.2%	-34.3%	-46.0%	-100.0%	-13.6%	2,687	754	725	-	4,166	10.8%	-18.8%	21.2%	-100.0%	5.4%	
Motor Trend	TEN	6,922	1,190	1,162	1,031	10,305	7,139	1,155	1,024	1,087	10,405	(217)	35	138	(56)	-100	-3.0%	3.0%	13.5%	-5.2%	-1.0%	6,824	1,094	1,276	1,263	10,457	-5.7%	-19.8%	-12.3%	28.8%	-5.3%	
Motorcyclist	Bonnier Corporation	1,408	77	91	-	1,576	1,613	110	98	-	1,821	(205)	(33)	(7)	-	-245	-12.7%	-30.0%	-7.1%	-	-13.5%	1,556	89	35	19	1,700	-23.6%	-43.5%	-10.2%	10600.0%	-23.9%	
Muscle & Fitness	American Media, Inc.	6,438	527	1,720	2	8,687	6,723	663	1,980	26	9,392	(285)	(136)	(260)	(24)	-705	-4.2%	-20.5%	-13.1%	-92.3%	-7.5%	6,595	688	2,279	12	9,574	9.4%	-23.3%	13.8%	-23.7%	7.0%	
National Enquirer	American Media, Inc.	6,965	297	506	-	7,769	5,990	598	564	85	7,237	975	(301)	(58)	(85)	531	16.3%	-50.3%	-10.2%	-100.0%	7.3%	6,207	480	869	2	7,558	-4.3%	46.6%	62.1%	-74.1%	2.7%	
National Geographic	National Geographic Society	30,764	4,370	6,010	196	41,340	29,438	5,044	5,377	500	40,359	1,326	(674)	633	(304)	981	4.5%	-13.4%	11.8%	-60.8%	2.4%	29,770	3,929	2,887	352	36,937	-1.6%	-18.8%	23.9%	-29.7%	-2.6%	
National Geographic Kids	National Geographic Society	6,992	335	461	15	7,803	6,601	387	412	38	7,438</																					

Magazine Brand	Publishing Company	CURRENT MONTH - November 2016 (000)					YEAR AGO - November 2015 (000)					November 2016 vs. November 2015 (change 000)					November 2016 vs. November 2015 (% change)					YTD AVERAGE - as of November 2016 (000)					YTD 2016 vs. YTD 2015 (% 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°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
National Geographic Traveler	National Geographic Society	11,135	448	617	20	12,220	9,411	517	552	51	10,531	1,724	(69)	65	(31)	1,688	18.3%	-13.4%	11.8%	-60.8%	16.0%	9,914	403	296	36	10,649	3.1%	-18.8%	23.9%	-29.7%	2.4%
New York Magazine	New York Media	2,514	6,010	22,294	891	31,709	2,578	5,599	10,379	562	19,118	(64)	411	11,915	329	12,591	-2.5%	7.3%	114.8%	58.5%	65.9%	2,586	5,230	14,161	115	22,092	12.4%	-0.5%	53.8%	-2.5%	30.9%
NYLON	* NYLON Media	1,167	1,472	561	-	3,200	1,213	329	1,765	96	3,403	(46)	1,143	(1,204)	(96)	-203	-3.8%	347.4%	-68.2%	-100.0%	-6.0%	1,167	450	1,439	34	3,090	-3.8%	27.0%	-9.3%	-53.5%	-4.2%
O, The Oprah Magazine	Hearst Magazines	9,547	833	1,652	1,966	13,998	10,499	938	1,968	1,160	14,564	(952)	(104)	(316)	807	-566	-9.1%	-11.1%	-16.1%	69.6%	-3.9%	10,421	762	1,412	1,423	14,018	0.6%	-23.6%	-20.7%	32.1%	-1.4%
OK! Magazine	American Media, Inc.	4,940	1,335	2,322	63	8,660	4,467	2,085	2,998	146	9,697	473	(750)	(676)	(83)	-1,036	10.6%	-36.0%	-22.5%	-56.8%	-10.7%	4,605	2,308	3,599	68	10,581	0.6%	-19.5%	0.2%	3.3%	-4.7%
Outdoor Life	Bonnier Corporation	5,975	351	1,025	-	7,351	5,473	626	948	-	7,047	502	(275)	77	-	304	9.2%	-43.9%	8.1%	-	4.3%	5,821	299	338	7	6,465	11.3%	-29.1%	16.0%	-85.1%	7.9%
Parents	** Meredith Corporation	12,067	1,518	5,624	289	19,498	12,798	1,733	5,897	242	20,670	(731)	(215)	(273)	47	-1,172	-5.7%	-12.4%	-4.6%	19.4%	-5.7%	12,268	1,589	6,416	96	20,369	-8.7%	-22.0%	18.4%	-42.3%	-3.3%
People	Time Inc.	42,448	5,846	24,357	3,822	76,473	39,431	9,605	28,083	2,804	79,923	3,017	(3,759)	(3,726)	1,018	-3,450	7.7%	-39.1%	-13.3%	36.3%	-4.3%	40,459	7,971	27,277	3,502	79,209	-4.9%	-24.0%	1.9%	97.6%	-2.9%
People en Español	Time Inc.	7,050	109	878	25	8,061	6,797	175	943	-	7,915	253	(67)	(65)	25	146	3.7%	-38.0%	-6.9%	+	1.8%	7,009	126	1,072	13	8,220	10.5%	-53.4%	10.5%	-18.3%	8.2%
People StyleWatch	Time Inc.	5,198	925	3,821	-	9,944	5,134	1,354	3,608	10	10,106	64	(429)	213	(10)	-162	1.2%	-31.7%	5.9%	-100.0%	-1.6%	5,140	1,130	3,957	42	10,269	-9.2%	-30.0%	11.1%	-3.6%	-5.6%
Petersen's Hunting	Outdoor Sportsman Group	4,435	-	140	-	4,575	4,591	-	115	-	4,706	(156)	-	25	-	-131	-3.4%	-	21.7%	-	-2.8%	4,693	19	30	-	4,742	14.4%	1273.3%	9.9%	-	14.8%
Playboy	Playboy Enterprises Inc.	3,677	537	3,352	422	7,988	3,793	846	5,000	296	9,935	(116)	(309)	(1,647)	125	-1,947	-3.1%	-36.5%	-33.0%	42.3%	-19.6%	3,848	714	3,691	370	8,623	0.7%	-32.4%	-25.7%	113.7%	-13.9%
Popular Mechanics	Hearst Magazines	7,202	2,808	4,693	195	14,898	7,867	2,292	2,401	22	12,583	(665)	516	2,291	173	2,315	-8.5%	22.5%	95.4%	769.3%	18.4%	7,523	2,712	3,588	68	13,891	0.1%	31.3%	70.9%	2175.0%	18.9%
Popular Photography	Bonnier Corporation	1,613	415	110	87	2,225	1,701	372	109	-	2,182	(88)	43	1	87	43	-5.2%	11.6%	0.9%	+	2.0%	1,712	156	39	13	1,919	14.6%	0.2%	41.4%	305.7%	14.2%
Popular Science	Bonnier Corporation	7,565	784	1,544	71	9,964	6,861	952	888	-	8,701	704	(168)	656	71	1,263	10.3%	-17.6%	73.9%	+	14.5%	6,765	837	820	31	8,453	10.5%	-3.3%	26.5%	-22.5%	10.1%
Prevention	Rodale Inc.	6,570	1,377	4,302	-	12,249	6,949	1,598	4,651	-	13,198	(379)	(221)	(349)	-	-949	-5.5%	-13.8%	-7.5%	-	-7.2%	7,423	1,694	5,397	-	14,514	-5.7%	-6.9%	20.4%	-	2.4%
Rachael Ray Every Day	Meredith Corporation	6,081	256	518	-	6,855	5,186	519	830	-	6,535	895	(263)	(312)	-	320	17.3%	-50.7%	-37.6%	-	4.9%	5,741	288	590	-	6,619	9.9%	-37.1%	-23.6%	-	2.5%
Reader's Digest	Trusted Media Brands	19,128	2,023	2,771	68	23,990	18,387	1,177	2,965	-	22,529	741	846	(194)	68	1,461	4.0%	71.9%	-6.5%	+	6.5%	18,333	1,877	3,886	110	24,206	-6.6%	53.2%	55.4%	+	3.7%
Real Simple	Time Inc.	7,432	2,965	7,036	225	17,658	7,541	3,804	7,409	135	18,888	(109)	(838)	(373)	90	-1,230	-1.4%	-22.0%	-5.0%	66.4%	-6.5%	7,487	2,941	6,730	102	17,261	-2.1%	-17.3%	-2.7%	30.7%	-5.1%
Redbook	Hearst Magazines	5,509	718	2,208	193	8,628	5,423	832	1,880	25	8,160	86	(114)	327	168	468	1.6%	-13.7%	17.4%	686.0%	5.7%	5,491	871	2,223	157	8,741	-8.7%	-32.1%	15.7%	6927.9%	-5.2%
Road & Track	Hearst Magazines	2,871	840	1,354	-	5,065	3,133	707	898	-	4,737	(262)	133	456	-	328	-8.4%	18.9%	50.8%	-	6.9%	2,903	962	1,514	-	5,379	0.2%	36.2%	38.7%	-	14.6%
Runner's World	Rodale Inc.	2,552	858	2,837	-	6,247	2,581	1,116	2,522	-	6,219	(29)	(258)	315	-	28	-1.1%	-23.1%	12.5%	-	0.5%	2,801	1,115	3,566	-	7,482	6.8%	-10.0%	44.8%	-	18.3%
Saveur	* Bonnier Corporation	1,573	512	1,121	-	3,206	1,573	761	1,323	-	3,657	-	(249)	(202)	-	-451	0.0%	-32.7%	-15.3%	-	-12.3%	1,573	522	525	9	2,628	0.0%	-14.4%	12.7%	-72.6%	-1.9%
Self	Condé Nast	4,319	1,213	3,161	240	8,933	3,624	955	2,883	511	7,973	695	258	278	(271)	960	19.2%	27.0%	9.6%	-53.1%	12.0%	4,354	1,459	3,625	203	9,641	-0.8%	15.4%	31.4%	-22.9%	11.1%
Ser Padres	** Meredith Corporation	2,154	-	57	-	2,211	2,075	-	-	-	2,075	79	-	57	-	136	3.8%	-	+	-	6.6%	2,161	-	23	-	2,184	3.2%	-	+	-	4.3%
Seventeen	Hearst Magazines	7,154	812	2,003	114	10,083	6,201	1,137	3,094	275	10,708	953	(325)	(1,091)	(161)	-625	15.4%	-28.6%	-35.3%	-58.5%	-5.8%	6,603	889	2,829	230	10,551	-10.0%	-3.7%	6.1%	426.0%	-3.8%
Shape	* Meredith Corporation	5,890	2,580	4,038	191	12,699	6,050	2,609	4,152	89	12,900	(160)	(29)	(114)	102	-201	-2.6%	-1.1%	-2.7%	114.6%	-1.6%	7,354	2,675	6,248	68	16,344	-10.6%	7.4%	22.9%	-7.2%	2.9%
Siempre Mujer	Meredith Corporation	1,914	10	40	-	1,964	2,015	38	41	-	2,094	(101)	(28)	(1)	-	-130	-5.0%	-73.7%	-2.4%	-	-6.2%	1,986	15	42	-	2,043	7.0%	-28.1%	-36.7%	-	5.1%
Ski	Active Interest Media	1,389	78	28	-	1,495	1,307	-	26	-	1,333	82	78	2	-	162	6.3%	+	7.7%	-	12.2%	1,366	36	3	-	1,404	0.6%	304.1%	-59.4%	-	2.3%
Smithsonian	Smithsonian Enterprises	7,253	1,450	2,632	198	11,533	6,910	1,442	1,620	-	9,972	343	8	1,012	198	1,561	5.0%	0.6%	62.5%	+	15.7%	7,152	1,298	2,645	69	11,165	5.5%	3.9%	88.3%	45.6%	17.8%
Soap Opera Digest	American Media, Inc.	2,984	-	73	-	3,057	3,113	40	204	-	3,357	(129)	(40)	(131)	-	-299	-4.1%	-100.0%	-64.1%	-	-8.9%	2,978	52	57	-	3,087	1.0%	-27.7%	9.0%	-100.0%	0.4%
Southern Living	Time Inc.	15,855	1,692	3,567	90	21,204	15,088	2,664	5,265	106	23,123	767	(971)	(1,698)	(16)	-1,919	5.1%	-36.5%	-32.3%	-15.2%	-8.3%	15,163	1,590	3,866	95	20,713	-3.9%	-22.0%	-8.2%	4.8%	-6.3%
Sports Illustrated	Time Inc.	18,599	3,928	8,558	1,657	32,743	18,342	5,705	8,826	2,583	35,456	257	(1,777)	(268)	(926)	-2,713	1.4%	-31.1%	-3.0%	-35.8%	-7.7%	18,696	5,023	9,418	2,417	35,554	1.2%	-28.0%	8.8%	-22.2%	-4.4%
Star	American Media, Inc.	6,390	62	435	-	6,888	5,808	202	1,146	-	7,157	582	(140)	(711)	-	-269	10.0%	-69.2%	-62.0%	-	-3.8%	5,913	139	1,130	4	7,187	-7.4%	-38.3%	94.4%	142.1%	-0.1%
Street Rodder	TEN	2,421	96	116	25	2,659	2,011	128	210	64	2,413	410	(31)	(94)	(39)	246	20.4%	-24.5%	-44.6%	-61.1%	10.2%	2,165	103	159	27	2,455	8.0%	-10.4%	17.2%	69.8%	8.1%
Sunset	Time Inc.	4,438	562	583	39	5,622	4,756	435	619	-	5,810	(318)	127	(36)	39	-188	-6.7%	29.2%	-5.9%	+	-3.2%	4,676	631	957	6	6,271	3.0%	-2.4%	8.8%	+	3.3%
Taste of Home	Trusted Media Brands	13,241	4,174	10,523	437	28,375	12,248	5,638	11,618	13	29,517	993	(1,464)	(1,095)	424	-1,142	8.1%	-26.0%	-9.4%	3261.5%	-3.9%	12,391	3,431	8,063	345	24,230	-7.3%	-21.5%	-2.7%	392.1%	-7.1%
Teen Vogue	Condé Nast	3,040	1,017	4,359	332	8,749	3,469	952	4,440	632	9,492	(429)	66	(81)	(300)	-744	-12.4%	6.9%	-1.8%	-47.4%	-7.8%	3,235	746	3,325	328	7,633	-7.9%	23.9%	132.9%	-34.2%	26.4%

Magazine Brand	Publishing Company	CURRENT MONTH - November 2016 (000)					YEAR AGO - November 2015 (000)					November 2016 vs. November 2015 (change 000)					November 2016 vs. November 2015 (% change)					YTD AVERAGE - as of November 2016 (000)					YTD 2016 vs. YTD 2015 (% 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°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
Texas Monthly	Emmis Publishing	2,158	215	629	-	3,002	2,736	269	582	-	3,587	(578)	(54)	47	-	-585	-21.1%	-20.1%	8.1%	-	-16.3%	2,421	232	331	-	2,984	-11.6%	-13.6%	9.6%	-	-9.8%
The Atlantic	Atlantic Media	2,149	6,326	16,012	291	24,778	1,898	6,881	13,153	615	22,547	251	(555)	2,859	(324)	2,231	13.2%	-8.1%	21.7%	-52.7%	9.9%	2,006	5,558	12,025	165	19,755	13.2%	6.5%	47.4%	-32.3%	28.3%
The Economist	The Economist Newspaper Limited	2,213	1,980	1,929	24	6,146	2,407	2,091	1,525	102	6,125	(194)	(111)	404	(78)	21	-8.1%	-5.3%	26.5%	-76.5%	0.3%	2,373	1,777	920	20	5,090	-5.4%	-7.7%	-11.8%	-27.2%	-7.5%
The Family Handyman	Trusted Media Brands	4,761	1,896	2,006	107	8,770	4,647	1,196	2,532	381	8,756	114	700	(526)	(274)	14	2.5%	58.5%	-20.8%	-71.9%	0.2%	4,658	1,679	2,764	153	9,254	-7.5%	19.8%	16.4%	85.5%	4.0%
The New Yorker	Condé Nast	4,858	4,845	16,867	405	26,975	4,326	3,003	5,342	1,065	13,736	532	1,841	11,525	(660)	13,239	12.3%	61.3%	215.7%	-62.0%	96.4%	4,502	4,337	10,410	556	19,804	4.4%	28.7%	99.1%	-1.3%	47.0%
This Old House	This Old House Ventures, LLC	5,949	817	1,402	-	8,168	5,084	1,391	1,704	-	8,179	865	(574)	(302)	-	-11	17.0%	-41.3%	-17.7%	-	-0.1%	5,505	1,180	2,036	247	8,968	-3.7%	-28.8%	-5.3%	19.6%	-7.8%
Time	Time Inc.	18,399	8,512	23,897	2,889	53,698	16,623	8,254	14,898	1,840	41,615	1,776	259	8,999	1,049	12,083	10.7%	3.1%	60.4%	57.0%	29.0%	17,091	7,494	19,986	2,327	46,898	0.8%	-20.8%	22.9%	61.4%	6.3%
Town & Country	Hearst Magazines	3,197	757	1,049	-	5,003	3,003	310	656	-	3,969	194	447	393	-	1,034	6.5%	144.4%	59.8%	-	26.0%	3,152	484	1,022	-	4,658	-2.4%	228.6%	163.6%	-	23.7%
Traditional Home	Meredith Corporation	4,284	91	106	-	4,481	3,938	71	89	-	4,098	346	20	17	-	383	8.8%	28.2%	19.1%	-	9.3%	3,860	49	99	-	4,008	-17.2%	39.1%	25.1%	-	-16.1%
Travel + Leisure	Time Inc.	6,583	1,624	3,670	61	11,938	5,814	1,029	2,573	-	9,416	769	595	1,097	61	2,522	13.2%	57.8%	42.6%	+	26.8%	6,103	1,365	3,280	47	10,795	-3.2%	44.2%	95.0%	1570.6%	20.8%
Vanity Fair	Condé Nast	7,926	3,536	12,026	3,817	27,305	7,527	2,230	5,419	1,334	16,510	399	1,306	6,607	2,482	10,794	5.3%	58.5%	121.9%	186.0%	65.4%	7,653	3,009	7,218	1,714	19,594	11.9%	10.2%	40.2%	38.8%	22.8%
Vegetarian Times	Active Interest Media	1,974	75	-	-	2,049	2,111	158	211	-	2,480	(137)	(83)	(211)	-	-431	-6.5%	-52.5%	-100.0%	-	-17.4%	1,933	112	80	-	2,125	-9.9%	-33.1%	-35.6%	-	-12.8%
Veranda	Hearst Magazines	1,228	-	61	-	1,289	1,160	-	86	-	1,246	68	-	(25)	-	43	5.9%	-	-29.1%	-	3.4%	1,114	-	111	-	1,226	-19.3%	-	22.2%	-	-16.7%
Vogue	Condé Nast	11,659	1,697	4,793	1,011	19,159	11,389	1,453	2,392	496	15,730	270	243	2,401	515	3,430	2.4%	16.8%	100.4%	104.0%	21.8%	11,882	1,739	3,720	1,198	18,539	3.7%	40.8%	94.0%	108.4%	22.1%
W	Condé Nast	1,036	282	501	342	2,161	1,046	267	364	190	1,867	(10)	15	138	152	294	-1.0%	5.5%	37.9%	79.9%	15.8%	1,121	301	574	384	2,381	-6.0%	54.2%	87.1%	2125.6%	39.0%
Wired	Condé Nast	3,013	3,565	6,759	4,679	18,016	2,382	5,019	6,732	1,801	15,934	631	(1,454)	27	2,878	2,082	26.5%	-29.0%	0.4%	159.8%	13.1%	2,744	3,862	6,961	1,848	15,414	2.1%	-31.8%	-10.4%	44.2%	-11.4%
Woman's Day	Hearst Magazines	16,531	945	2,671	31	20,178	16,213	771	2,123	11	19,119	318	174	547	20	1,059	2.0%	22.6%	25.8%	171.7%	5.5%	16,476	1,002	2,777	35	20,291	-6.6%	-4.4%	25.1%	191.4%	-3.0%
Women's Health	Rodale Inc.	10,807	1,494	4,215	-	16,516	9,789	1,490	5,445	-	16,724	1,018	4	(1,230)	-	-208	10.4%	0.3%	-22.6%	-	-1.2%	10,750	1,770	5,817	-	18,337	2.1%	-13.3%	5.9%	-	1.5%
Yoga Journal	Active Interest Media	1,966	196	195	-	2,357	2,029	171	-	-	2,200	(63)	25	195	-	157	-3.1%	14.6%	+	-	7.1%	1,976	153	178	-	2,307	-5.5%	26.2%	267.4%	-	2.0%
Total (000)		929,569	253,906	604,812	75,335	1,863,622	881,124	270,233	509,429	45,817	1,706,603	48,445	(16,327)	95,383	29,518	157,019	5.5%	-6.0%	18.7%	64.4%	9.2%	903,764	244,427	539,689	62,625	1,750,505	-1.0%	-6.4%	26.4%	48.2%	6.6%
Share by Platform (%)		49.9%	13.6%	32.5%	4.0%	100.0%	51.6%	15.8%	29.9%	2.7%	100.0%						51.6%	14.0%	30.8%	3.6%	100.0%										

* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.
** 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 for Jan. and Feb. 2016 due to a comScore tagging error.
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 2016 and Fall 2015; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; November 2016 and November 2015; U.S.
- Mobile Web: comScore Mobile Metrix; November 2016 and November 2015; U.S.
- Video: comScore Video Metrix; November 2016 and November 2015; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015, Spring 2016 and Spring 2015; GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and Fall 2014; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; Survey of the American Consumer® Print+Digital DoubleBase 2015 and DB 2014; GfK MRI Accessed Prototype; or Fall 2016, Spring 2016, annual 2015 and 2014 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix® or Nielsen NetView; January 2016 - November 2016 and January 2015 - November 2015; U.S.
- Mobile Web: comScore Mobile Metrix or Nielsen Mobile NetView 3.0; January 2016 - November 2016 and January 2015 - November 2015; U.S.
- Video: comScore Video Metrix or Nielsen VideoCensus; January 2016 - November 2016 and January 2015 - November 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 130 magazine media brands from 31 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.