

Magazine Brand	Publishing Company	CURRENT MONTH - October 2017 (000)					YEAR AGO - October 2016 (000)					October 2017 vs. October 2016 (% change)					YTD AVERAGE - as of October 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
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4 Wheel & Off Road	TEN	3,014	44	104	5	3,167	2,648	50	102	-	2,800	13.8%	-11.5%	1.7%	+	13.1%	2,955	50	106	1	3,111	18.6%	-14.5%	-17.6%	-96.5%	15.6%
AARP	AARP Media	38,717	3,828	7,463	26	50,034	36,621	3,542	3,367	96	43,626	5.7%	8.1%	121.7%	-72.9%	14.7%	38,231	3,676	3,727	22	45,655	5.0%	-1.4%	-16.5%	-84.5%	2.0%
Allrecipes	Meredith Corporation	7,833	10,888	33,937	1,303	53,961	7,645	12,281	30,410	2,031	52,367	2.5%	-11.3%	11.6%	-35.8%	3.0%	7,975	11,481	31,134	1,358	51,949	4.5%	-5.0%	3.0%	32.6%	1.9%
Allure	Condé Nast	5,563	1,047	3,571	1,309	11,490	5,717	933	4,030	919	11,600	-2.7%	12.2%	-11.4%	42.4%	-0.9%	5,828	1,147	4,565	1,753	13,292	5.6%	12.2%	21.4%	317.0%	24.0%
Architectural Digest	Condé Nast	4,645	523	1,000	218	6,387	3,785	436	967	-	5,187	22.7%	20.1%	3.4%	+	23.1%	4,490	467	1,035	275	6,267	20.1%	9.5%	14.5%	3418.5%	23.5%
Automobile	TEN	3,693	239	228	-	4,160	3,037	206	254	-	3,497	21.6%	16.0%	-10.2%	-	19.0%	3,539	256	213	-	4,008	8.6%	1.8%	-25.9%	-100.0%	4.4%
Autoweek	Crain Communications, Inc.	2,440	406	849	-	3,695	2,136	391	1,102	-	3,629	14.2%	3.8%	-23.0%	-	1.8%	2,634	407	674	-	3,715	23.2%	8.1%	26.0%	-	21.9%
Backpacker	Active Interest Media	1,455	179	288	-	1,922	1,298	149	-	-	1,447	12.1%	20.1%	+	-	32.8%	1,377	228	239	-	1,843	12.1%	31.7%	47.4%	-	18.0%
Better Homes and Gardens	Meredith Corporation	37,864	4,184	5,077	407	47,532	37,399	4,941	5,809	666	48,815	1.2%	-15.3%	-12.6%	-38.9%	-2.6%	37,499	4,611	4,920	477	47,507	1.2%	19.5%	-23.7%	63.0%	-0.3%
Bicycling	Rodale Inc.	1,397	269	712	129	2,507	1,588	358	589	-	2,535	-12.0%	-24.9%	20.9%	+	-1.1%	1,490	361	848	13	2,711	-5.8%	-4.2%	0.3%	+	-3.3%
Bon Appétit/Epicurious	Condé Nast	7,252	3,444	11,989	2,313	24,999	6,581	4,659	10,298	1,675	23,213	10.2%	-26.1%	16.4%	38.1%	7.7%	7,103	3,603	9,790	2,424	22,920	7.1%	-25.1%	-9.2%	29.4%	-4.9%
Brides	Condé Nast	5,261	939	1,427	448	8,076	4,468	1,161	1,657	364	7,650	17.7%	-19.1%	-13.8%	23.1%	5.6%	5,125	888	1,371	593	7,977	11.1%	3.1%	-21.0%	366.6%	8.7%
Car and Driver	Hearst Magazines	9,507	2,108	4,787	45	16,447	8,514	2,403	4,548	117	15,581	11.7%	-12.3%	5.3%	-61.2%	5.6%	9,485	2,217	4,915	57	16,673	11.1%	-17.1%	1.2%	-54.4%	3.0%
Car Craft	TEN	2,139	41	41	6	2,228	1,991	51	52	8	2,101	7.4%	-19.3%	-19.8%	-19.7%	6.0%	2,160	44	47	6	2,257	11.4%	-14.6%	-41.9%	-66.0%	8.0%
Coastal Living	Time Inc.	4,986	163	834	-	5,983	3,831	314	487	-	4,632	30.1%	-48.0%	71.4%	-	29.2%	4,674	247	715	-	5,636	18.4%	-5.8%	19.8%	-	17.2%
Condé Nast Traveler	Condé Nast	3,527	839	2,412	906	7,684	3,230	924	2,940	364	7,458	9.2%	-9.2%	-17.9%	148.8%	3.0%	3,467	859	2,770	1,403	8,499	6.2%	-1.2%	5.2%	1004.5%	23.3%
Cooking Light	Time Inc.	9,839	1,249	1,538	147	12,773	10,987	928	2,114	-	14,029	-10.4%	34.6%	-27.2%	+	-9.0%	10,135	908	2,093	77	13,213	-7.8%	-35.7%	-37.9%	410.4%	-16.3%
Cosmopolitan	Hearst Magazines	16,631	2,510	14,834	1,195	35,170	16,117	3,362	12,965	3,865	36,308	3.2%	-25.3%	14.4%	-69.1%	-3.1%	16,832	2,395	12,632	971	32,829	7.2%	-23.3%	-4.4%	-8.9%	-0.8%
Country Living	Hearst Magazines	12,155	2,644	10,135	1,067	26,001	11,685	2,944	8,227	193	23,049	4.0%	-10.2%	23.2%	454.0%	12.8%	11,956	2,642	8,915	1,001	24,514	1.9%	1.7%	20.6%	1111.4%	12.4%
Cycle World	Bonnier Corporation	1,542	340	472	-	2,354	2,045	197	327	-	2,569	-24.6%	72.6%	44.3%	-	-8.4%	1,706	239	379	-	2,324	-14.7%	26.9%	12.3%	-	-8.0%
Departures	Time Inc.	6,436	114	35	-	6,585	6,094	197	33	-	6,324	5.6%	-42.2%	5.0%	-	4.1%	6,436	41	49	-	6,526	5.6%	-69.4%	24.8%	-	4.1%
Diabetic Living	Meredith Corporation	6,633	154	278	-	7,065	6,685	93	176	-	6,954	-0.8%	65.6%	58.0%	-	1.6%	6,664	131	270	-	7,065	8.6%	-10.5%	10.3%	-	8.2%
Dirt Rider	Bonnier Corporation	1,363	20	109	-	1,492	1,346	76	115	-	1,537	1.3%	-73.7%	-5.2%	-	-2.9%	1,355	114	114	-	1,582	-2.6%	101.2%	36.4%	-	3.4%
Discover	Kalmbach Publishing Co.	2,141	222	107	-	2,470	1,903	207	-	-	2,110	12.5%	7.2%	+	-	17.1%	2,249	197	166	-	2,612	16.4%	-7.0%	0.1%	-	13.1%
domino	Domino Media Group, Inc.	1,140	246	1,076	-	2,462	1,060	204	1,788	-	3,052	7.5%	20.3%	-39.8%	-	-19.3%	1,140	181	889	-	2,210	7.5%	34.8%	-19.1%	-	-3.6%
EatingWell	Meredith Corporation	6,560	1,314	2,681	102	10,657	6,110	1,389	2,130	67	9,696	7.4%	-5.4%	25.9%	52.2%	9.9%	6,360	1,987	2,473	83	10,904	3.7%	49.1%	4.0%	378.2%	10.6%
Elle	Hearst Magazines	4,662	1,651	5,235	1,490	13,038	5,656	1,917	5,487	1,684	14,745	-17.6%	-13.9%	-4.6%	-11.5%	-11.6%	4,988	1,850	6,124	1,111	14,073	-8.5%	-8.7%	24.8%	126.1%	9.3%
Elle Decor	Hearst Magazines	2,191	412	586	174	3,363	1,940	340	557	-	2,837	12.9%	20.9%	5.3%	+	18.5%	2,138	360	753	338	3,589	15.6%	4.5%	17.2%	3583.1%	26.1%
Entertainment Weekly	Time Inc.	10,168	4,871	15,496	2,354	32,889	9,130	4,521	12,279	1,219	27,148	11.4%	7.7%	26.2%	93.2%	21.1%	10,072	3,896	13,811	2,179	29,958	13.5%	-20.0%	-1.0%	35.8%	2.2%
Entrepreneur	Entrepreneur Media	3,032	2,614	2,768	8,737	17,151	2,564	3,358	3,317	213	9,452	18.3%	-22.2%	-16.6%	4001.9%	81.5%	3,044	2,937	2,665	4,591	13,236	19.4%	-22.4%	-17.0%	1214.2%	33.8%
ESPN The Magazine	ESPN, Inc.	18,519	26,362	66,585	14,785	126,251	17,842	29,090	58,891	8,865	114,688	3.8%	-9.4%	13.1%	66.8%	10.1%	17,353	21,862	48,876	10,827	98,918	4.0%	-5.4%	-3.7%	-7.0%	-3.2%

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Esquire	Hearst Magazines	3,471	2,111	7,200	128	12,910	2,930	3,248	6,046	732	12,955	18.5%	-35.0%	19.1%	-82.5%	-0.3%	3,409	1,853	5,652	247	11,162	14.8%	-44.9%	0.3%	-73.3%	-13.5%
Essence	Time Inc.	6,832	668	3,022	105	10,627	6,660	484	4,178	132	11,455	2.6%	38.1%	-27.7%	-20.9%	-7.2%	6,750	704	3,124	153	10,732	-1.1%	-1.5%	-18.4%	87.4%	-6.3%
Family Circle	Meredith Corporation	14,566	398	196	-	15,160	15,943	148	215	-	16,306	-8.6%	168.9%	-8.8%	-	-7.0%	15,034	363	195	-	15,592	-5.6%	168.7%	14.3%	-	-4.0%
FamilyFun	Meredith Corporation	4,407	27	86	1	4,521	4,066	28	90	2	4,186	8.4%	-3.6%	-4.4%	-30.0%	8.0%	4,110	13	34	1	4,157	0.2%	3.1%	-7.4%	43.1%	0.2%
Fast Company	Mansueto Ventures	2,103	2,326	3,888	29	8,346	2,175	2,553	4,029	165	8,922	-3.3%	-8.9%	-3.5%	-82.4%	-6.5%	2,153	2,158	3,746	34	8,091	-2.1%	-19.2%	-26.5%	-86.6%	-20.9%
Field & Stream	Bonnier Corporation	9,658	597	2,246	17	12,518	8,464	503	1,461	108	10,536	14.1%	18.7%	53.7%	-84.3%	18.8%	9,512	438	1,431	25	11,406	14.4%	-12.9%	11.7%	-47.4%	12.4%
Fit Pregnancy & Baby	Meredith Corporation	7,000	215	1,674	-	8,889	7,000	293	1,855	-	9,148	0.0%	-26.6%	-9.8%	-	-2.8%	7,000	255	1,799	-	9,054	0.0%	-17.1%	4.4%	-	0.3%
Flying	Bonnier Corporation	1,041	131	172	-	1,344	846	83	156	-	1,085	23.0%	57.8%	10.3%	-	23.9%	944	119	184	-	1,247	1.5%	-3.8%	25.3%	-	3.9%
Food & Wine	Time Inc.	8,291	1,640	4,197	254	14,382	7,682	1,820	4,176	34	13,712	7.9%	-9.9%	0.5%	653.6%	4.9%	8,235	1,355	3,938	190	13,717	9.3%	-13.3%	-17.3%	297.8%	-1.4%
Food Network Magazine	Hearst Magazines	13,369	878	2,771	133	17,151	13,506	1,183	3,284	137	18,111	-1.0%	-25.8%	-15.6%	-3.3%	-5.3%	13,571	888	2,842	132	17,433	2.8%	-31.0%	-12.9%	29.8%	-2.3%
Forbes	Forbes Media	7,254	18,261	39,559	5,650	70,724	7,606	17,705	37,793	4,116	67,220	-4.6%	3.1%	4.7%	37.3%	5.2%	7,463	16,440	37,924	4,565	66,391	2.9%	-11.0%	13.0%	94.1%	7.7%
Fortune	Time Inc.	3,899	3,862	8,585	1,615	17,961	3,442	4,729	7,555	748	16,475	13.3%	-18.3%	13.6%	115.8%	9.0%	3,807	3,275	7,389	1,291	15,762	12.5%	-31.9%	0.1%	45.6%	-4.3%
Game & Fish	Outdoor Sportsman Group	6,237	94	334	-	6,665	6,423	130	297	-	6,850	-2.9%	-27.7%	12.5%	-	-2.7%	6,356	118	318	4	6,795	3.8%	-13.3%	13.3%	+	3.9%
Glamour	Condé Nast	10,195	1,445	4,866	1,858	18,364	10,006	2,649	7,107	3,358	23,120	1.9%	-45.5%	-31.5%	-44.7%	-20.6%	10,311	1,423	5,510	1,891	19,135	3.5%	-28.6%	-6.0%	40.4%	-0.1%
Golf Digest	Condé Nast	4,907	518	2,790	778	8,994	4,885	590	1,459	212	7,146	0.5%	-12.1%	91.2%	267.3%	25.9%	4,997	662	2,288	1,125	9,071	5.6%	2.6%	33.9%	62.4%	16.6%
Golf Magazine	Time Inc.	4,525	653	804	135	6,117	4,666	590	872	181	6,309	-3.0%	10.6%	-7.8%	-25.3%	-3.0%	4,661	795	1,489	280	7,225	4.6%	11.6%	7.2%	28.2%	6.6%
Good Housekeeping	Hearst Magazines	19,869	3,445	8,184	1,201	32,700	19,632	4,865	7,359	111	31,967	1.2%	-29.2%	11.2%	979.6%	2.3%	19,709	2,973	7,619	434	30,735	3.1%	-26.6%	19.7%	177.3%	3.5%
GQ	Condé Nast	6,415	1,663	5,808	2,201	16,087	6,058	1,770	5,880	1,502	15,210	5.9%	-6.1%	-1.2%	46.5%	5.8%	6,416	1,604	6,167	2,563	16,749	6.1%	-19.7%	12.6%	64.6%	11.1%
Guns & Ammo	Outdoor Sportsman Group	11,302	191	444	-	11,937	10,139	289	457	-	10,885	11.5%	-33.9%	-2.8%	-	9.7%	11,224	185	383	-	11,791	12.5%	-41.1%	-25.6%	-100.0%	9.1%
Harper's Bazaar	Hearst Magazines	2,679	1,280	5,821	1,099	10,879	3,356	1,666	3,483	817	9,323	-20.2%	-23.2%	67.1%	34.5%	16.7%	2,837	1,140	4,284	1,416	9,677	-12.9%	-35.9%	16.0%	128.4%	3.5%
Health	Time Inc.	9,507	1,661	3,868	243	15,279	8,123	2,225	5,540	90	15,978	17.0%	-25.3%	-30.2%	170.0%	-4.4%	9,271	1,779	5,712	211	16,974	14.5%	-27.4%	-17.9%	110.2%	-3.6%
HGTV Magazine	Hearst Magazines	9,847	171	388	40	10,446	9,029	196	3,224	48	12,496	9.1%	-12.8%	-88.0%	-16.5%	-16.4%	9,690	167	341	30	10,229	10.6%	-9.4%	-45.5%	-17.0%	6.5%
Hot Rod	TEN	5,485	157	158	24	5,824	5,482	194	197	30	5,903	0.1%	-19.3%	-19.8%	-19.7%	-1.3%	5,520	168	180	23	5,891	0.0%	-14.5%	-41.9%	-66.0%	-3.4%
House Beautiful	Hearst Magazines	6,022	618	2,006	110	8,756	5,793	1,278	1,963	-	9,034	4.0%	-51.6%	2.2%	+	-3.1%	6,045	842	1,965	78	8,929	9.8%	-32.3%	-6.9%	2468.0%	0.8%
In-Fisherman	Outdoor Sportsman Group	4,069	25	59	-	4,153	3,377	42	51	-	3,470	20.5%	-40.5%	15.7%	-	19.7%	4,035	34	21	-	4,090	25.3%	-19.9%	-79.3%	-	21.6%
InStyle	Time Inc.	8,454	1,318	3,274	149	13,195	8,990	1,836	4,945	95	15,866	-6.0%	-28.2%	-33.8%	56.8%	-16.8%	8,691	1,361	3,263	177	13,492	-0.1%	-21.0%	-31.1%	280.2%	-11.3%
Kraft Food & Family	Meredith Corporation	2,250	1,732	4,773	-	8,755	2,250	1,961	4,645	98	8,954	0.0%	-11.7%	2.8%	-100.0%	-2.2%	2,250	1,710	4,600	58	8,618	0.0%	-13.1%	-0.7%	-49.1%	-3.9%
Marie Claire	Hearst Magazines	3,091	1,152	4,142	959	9,344	3,245	1,088	3,222	3,688	11,243	-4.7%	5.8%	28.6%	-74.0%	-16.9%	3,199	1,161	3,596	1,848	9,804	2.7%	-14.4%	17.0%	36.9%	10.2%
Martha Stewart Living	Meredith Corporation	8,257	2,240	5,679	458	16,634	8,365	2,375	5,191	944	16,875	-1.3%	-5.7%	9.4%	-51.5%	-1.4%	8,362	2,318	4,990	603	16,273	2.6%	-12.1%	-19.6%	-0.3%	-7.5%
Men's Fitness	American Media, Inc.	7,443	1,441	2,869	254	12,007	7,406	1,182	2,797	34	11,419	0.5%	21.9%	2.6%	647.1%	5.2%	7,539	1,212	3,185	120	12,055	3.5%	-10.6%	-7.7%	-55.3%	-2.5%
Men's Health	Rodale Inc.	13,798	1,287	6,650	558	22,293	12,862	1,327	3,935	466	18,590	7.3%	-3.0%	69.0%	19.7%	19.9%	13,709	1,419	5,731	56	20,915	8.7%	-4.8%	19.2%	19.7%	10.3%
Men's Journal	American Media, Inc.	2,798	492	1,132	-	4,423	2,887	762	1,446	-	5,095	-3.1%	-35.4%	-21.7%	-	-13.2%	2,760	483	1,285	-	4,527	-0.8%	-15.9%	-0.8%	-100.0%	-3.1%
Midwest Living	Meredith Corporation	2,939	293	617	-	3,849	3,531	362	696	-	4,589	-16.8%	-19.1%	-11.4%	-	-16.1%	3,062	301	569	-	3,932	-14.2%	-11.3%	-18.9%	-100.0%	-14.7%
Money	Time Inc.	6,166	1,900	5,494	23	13,582	5,345	1,349	2,375	-	9,069	15.4%	40.8%	131.3%	+	49.8%	6,091	1,548	3,827	31	11,496	10.8%	-7.4%	32.4%	38.4%	14.0%

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Mother Earth News	Ogden Publications	2,766	260	119	1	3,146	2,695	359	596	-	3,650	2.6%	-27.6%	-80.0%	+	-13.8%	2,740	340	645	6	3,731	2.0%	-36.4%	-44.6%	-85.3%	-15.6%
Motor Trend	TEN	7,162	1,470	1,994	820	11,446	6,598	1,162	1,339	1,281	10,380	8.5%	26.5%	48.9%	-36.0%	10.3%	7,066	1,397	1,636	823	10,922	3.7%	28.9%	28.4%	-36.1%	4.4%
Motorcyclist	Bonnier Corporation	1,378	150	141	-	1,669	1,542	80	103	-	1,725	-10.6%	87.5%	36.9%	-	-3.2%	1,390	104	145	-	1,639	-11.5%	14.9%	11.6%	-	-8.5%
Muscle & Fitness	American Media, Inc.	6,330	510	1,370	73	8,284	6,536	609	1,909	42	9,095	-3.2%	-16.1%	-28.2%	73.8%	-8.9%	6,373	569	1,845	56	8,843	-3.6%	-19.3%	-21.0%	-65.8%	-9.9%
National Enquirer	American Media, Inc.	6,578	170	485	47	7,280	6,225	1,037	1,533	22	8,817	5.7%	-83.6%	-68.3%	113.6%	-17.4%	6,733	209	473	5	7,419	9.8%	-58.1%	-47.8%	-96.0%	-3.1%
National Geographic	National Geographic Partners	32,312	3,902	5,010	463	41,687	29,825	4,221	5,309	236	39,590	8.3%	-7.6%	-5.6%	96.6%	5.3%	31,693	3,612	5,277	288	40,869	6.8%	-7.3%	0.3%	-14.0%	4.4%
National Geographic Kids	National Geographic Partners	6,858	299	384	35	7,577	6,745	324	407	18	7,493	1.7%	-7.6%	-5.6%	96.6%	1.1%	6,912	276	403	22	7,613	3.4%	-7.4%	0.2%	-14.1%	2.7%
National Geographic Traveler	National Geographic Partners	11,922	400	514	48	12,884	10,046	433	545	24	11,048	18.7%	-7.6%	-5.6%	96.6%	16.6%	11,607	369	540	29	12,545	18.5%	-7.3%	0.2%	-14.1%	16.6%
New York Magazine	New York Media	3,002	5,126	17,006	298	25,432	2,604	6,957	17,946	375	27,882	15.3%	-26.3%	-5.2%	-20.5%	-8.8%	2,807	5,065	16,188	408	24,468	8.2%	-0.8%	21.3%	-10.3%	13.8%
O, The Oprah Magazine	Hearst Magazines	9,635	721	1,991	230	12,577	10,515	791	1,230	1,328	13,864	-8.4%	-8.9%	61.9%	-82.7%	-9.3%	9,600	755	1,361	879	12,595	-8.6%	0.0%	-2.0%	-35.7%	-10.2%
OK! Magazine	American Media, Inc.	4,708	560	1,580	-	6,848	4,641	1,224	2,369	77	8,311	1.4%	-54.3%	-33.3%	-100.0%	-17.6%	4,801	482	1,965	7	7,254	5.0%	-80.0%	-47.3%	-99.2%	-37.3%
Outdoor Life	Bonnier Corporation	5,908	386	1,460	-	7,754	6,028	299	730	-	7,057	-2.0%	29.1%	100.0%	-	9.9%	5,935	299	849	-	7,082	2.2%	1.8%	19.1%	-	4.0%
Outside	Mariah Media	2,513	604	1,877	-	4,994	2,531	456	556	-	3,543	-0.7%	32.5%	237.6%	-	41.0%	2,424	639	1,611	-	4,673	-5.5%	5.6%	14.0%	-	2.0%
Parents	Meredith Corporation	12,193	1,731	5,774	132	19,830	11,948	1,812	6,547	213	20,520	2.1%	-4.5%	-11.8%	-38.0%	-3.4%	12,143	1,673	6,009	160	19,983	-1.2%	4.8%	-7.5%	109.0%	-2.3%
People	Time Inc.	41,863	7,200	30,826	4,211	84,100	40,812	6,195	23,272	3,975	74,254	2.6%	16.2%	32.5%	5.9%	13.3%	42,097	6,101	26,952	4,044	79,193	4.6%	-25.2%	-2.2%	16.6%	-0.3%
People en Español	Time Inc.	6,821	121	1,010	38	7,990	7,144	110	905	39	8,197	-4.5%	10.7%	11.6%	-2.9%	-2.5%	6,913	107	892	38	7,949	-1.3%	-16.7%	-18.3%	235.0%	-3.5%
Petersen's Hunting	Outdoor Sportsman Group	4,361	16	111	-	4,488	4,719	60	127	-	4,906	-7.6%	-73.3%	-12.6%	-	-8.5%	4,391	10	53	-	4,453	-5.9%	70.0%	-16.7%	-	-6.0%
Playboy	Playboy Enterprises Inc.	3,389	318	815	89	4,612	3,913	648	3,188	456	8,205	-13.4%	-50.9%	-74.4%	-80.4%	-43.8%	3,504	464	2,132	170	6,271	-9.3%	-36.6%	-42.8%	-60.0%	-28.3%
Popular Mechanics	Hearst Magazines	7,680	1,951	3,774	24	13,429	7,347	2,536	3,781	110	13,774	4.5%	-23.1%	-0.2%	-78.3%	-2.5%	7,489	2,001	3,785	66	13,340	-0.9%	-26.0%	8.8%	20.0%	-3.3%
Popular Science	Bonnier Corporation	9,072	1,223	2,547	12	12,854	6,568	970	1,638	50	9,226	38.1%	26.1%	55.5%	-76.0%	39.3%	8,469	1,147	1,777	58	11,452	26.7%	36.2%	10.2%	6.3%	24.6%
Prevention	Rodale Inc.	6,672	1,688	5,306	431	14,097	7,133	1,597	4,750	173	13,653	-6.5%	5.7%	11.7%	149.1%	3.3%	6,671	1,859	5,209	43	13,782	-6.2%	7.7%	-5.4%	149.1%	-4.0%
Rachael Ray Every Day	Meredith Corporation	5,645	181	396	-	6,222	6,055	290	523	-	6,868	-6.8%	-37.6%	-24.3%	-	-9.4%	5,819	166	367	-	6,352	2.0%	-43.2%	-38.5%	-	-3.7%
Reader's Digest	Trusted Media Brands	19,278	2,842	6,059	39	28,218	18,164	2,197	3,677	77	24,115	6.1%	29.4%	64.8%	-49.4%	17.0%	19,218	2,226	3,685	81	25,210	5.3%	19.5%	-7.8%	7.1%	4.2%
Real Simple	Time Inc.	7,245	1,658	4,917	274	14,094	7,460	2,647	5,961	106	16,174	-2.9%	-37.4%	-17.5%	158.4%	-12.9%	7,320	2,003	5,326	249	14,897	-2.3%	-28.1%	-12.8%	184.4%	-9.6%
Redbook	Hearst Magazines	5,443	505	2,012	251	8,210	5,533	746	1,670	126	8,076	-1.6%	-32.3%	20.4%	98.7%	1.7%	5,469	588	1,867	451	8,376	-0.4%	-33.7%	-16.1%	195.2%	-4.3%
Road & Track	Hearst Magazines	3,131	585	1,400	33	5,149	2,755	1,119	1,943	-	5,817	13.6%	-47.7%	-28.0%	+	-11.5%	3,027	702	1,745	5	5,479	4.2%	-28.0%	14.1%	+	1.3%
Runner's World	Rodale Inc.	2,374	848	3,842	285	7,349	2,877	897	2,909	173	6,856	-17.5%	-5.5%	32.1%	64.7%	7.2%	2,499	930	3,379	29	6,836	-10.9%	-18.5%	-7.1%	64.7%	-10.1%
Saveur	Bonnier Corporation	626	445	1,169	7	2,247	741	491	920	-	2,152	-15.5%	-9.4%	27.1%	+	4.4%	1,363	431	927	18	2,739	-1.3%	-17.6%	-8.8%	394.6%	-6.3%
Ser Padres	Meredith Corporation	1,952	-	29	-	1,981	2,220	-	33	-	2,253	-12.1%	-	-12.1%	-	-12.1%	2,033	-	43	-	2,075	-6.0%	-	88.9%	-	-5.0%
Seventeen	Hearst Magazines	6,981	667	1,737	173	9,558	6,779	981	2,454	129	10,343	3.0%	-32.0%	-29.2%	34.2%	-7.6%	7,050	676	2,057	103	9,887	7.7%	-24.6%	-29.4%	-57.1%	-6.7%
Shape	Meredith Corporation	5,675	2,550	4,283	79	12,587	6,050	2,427	4,335	144	12,956	-6.2%	5.1%	-1.2%	-45.1%	-2.8%	5,761	2,829	4,707	161	13,458	-4.8%	19.9%	-20.2%	189.9%	-6.3%
Ski	Active Interest Media	1,331	-	36	-	1,367	1,389	-	-	-	1,389	-4.2%	-	+	-	-1.6%	1,360	16	32	-	1,408	0.9%	-44.5%	190.9%	-	1.4%
Smithsonian	Smithsonian Enterprises	7,598	1,628	3,946	106	13,278	7,297	1,325	2,552	113	11,287	4.1%	22.9%	54.6%	-6.2%	17.6%	7,460	1,400	3,922	140	12,922	4.4%	9.2%	48.2%	199.6%	16.2%
Soap Opera Digest	American Media, Inc.	2,955	32	176	-	3,163	2,887	40	103	-	3,030	2.4%	-20.6%	71.2%	-	4.4%	2,967	40	140	-	3,146	-0.4%	11.9%	184.1%	-	2.7%

Magazine Brand	Publishing Company	CURRENT MONTH - October 2017 (000)					YEAR AGO - October 2016 (000)					October 2017 vs. October 2016 (% change)					YTD AVERAGE - as of October 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°
Southern Living	Time Inc.	17,007	2,045	4,173	282	23,506	15,097	1,584	3,360	49	20,090	12.7%	29.1%	24.2%	469.0%	17.0%	16,546	1,683	4,071	202	22,502	9.6%	6.6%	4.5%	111.2%	8.9%
Sports Illustrated	Time Inc.	17,961	5,383	16,165	3,538	43,047	18,949	4,826	8,984	2,107	34,867	-5.2%	11.5%	79.9%	67.9%	23.5%	18,216	3,590	11,353	2,423	35,583	-2.6%	-30.0%	19.5%	-2.8%	-0.7%
Star	American Media, Inc.	6,315	46	144	-	6,505	5,904	94	944	-	6,941	7.0%	-51.3%	-84.7%	-	-6.3%	6,345	32	175	-	6,553	8.2%	-77.9%	-85.4%	-100.0%	-9.4%
Street Rodder	TEN	2,442	93	94	14	2,644	2,225	116	117	18	2,476	9.8%	-19.3%	-19.8%	-19.7%	6.8%	2,434	100	107	13	2,655	13.8%	-14.5%	-41.9%	-66.0%	7.0%
StyleWatch	Time Inc.	5,198	1,094	2,266	-	8,558	5,198	956	3,257	51	9,463	0.0%	14.4%	-30.4%	-100.0%	-9.6%	5,198	912	2,840	25	8,975	0.5%	-20.7%	-28.5%	-46.5%	-13.2%
Sunset	Time Inc.	4,581	346	476	2	5,404	4,663	682	636	26	6,007	-1.8%	-49.3%	-25.2%	-92.8%	-10.0%	4,524	427	707	17	5,674	-3.8%	-33.1%	-28.9%	543.4%	-10.4%
Taste of Home	Trusted Media Brands	12,869	3,785	8,503	55	25,212	12,344	3,494	7,854	342	24,034	4.3%	8.3%	8.3%	-83.9%	4.9%	13,018	3,390	7,148	167	23,722	5.8%	1.0%	-8.6%	-76.6%	-1.9%
Texas Monthly	GP TM Acquisition, LLC	2,402	235	556	-	3,193	1,721	246	693	-	2,660	39.6%	-4.5%	-19.8%	-	20.0%	2,304	235	781	-	3,320	8.3%	-6.5%	7.5%	-	6.9%
The Atlantic	Atlantic Media	2,287	6,209	14,889	177	23,562	2,054	5,938	14,694	367	23,053	11.3%	4.6%	1.3%	-51.8%	2.2%	2,232	5,737	14,169	141	22,280	12.1%	4.7%	21.9%	-54.3%	14.8%
The Economist	The Economist Newspaper Limited	2,749	1,959	3,857	9	8,574	2,553	1,648	1,443	19	5,663	7.7%	18.9%	167.3%	-52.6%	51.4%	2,481	1,884	2,204	50	6,619	0.0%	7.2%	43.1%	-39.7%	12.9%
The Family Handyman	Trusted Media Brands	5,136	1,646	4,101	41	10,924	4,648	1,847	2,339	148	8,982	10.5%	-10.9%	75.4%	-72.3%	21.6%	4,986	1,808	2,658	28	9,479	7.3%	9.1%	-6.4%	-89.7%	0.7%
The New Yorker	Condé Nast	5,503	4,825	12,455	1,357	24,140	4,445	5,178	12,685	533	22,841	23.8%	-6.8%	-1.8%	154.7%	5.7%	5,245	3,414	8,671	1,205	18,536	19.3%	-20.3%	-11.2%	111.0%	-2.5%
This Old House	This Old House Ventures, LLC	6,030	853	2,008	544	9,435	5,712	904	1,562	-	8,178	5.6%	-5.6%	28.6%	+	15.4%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Time	Time Inc.	18,824	6,092	17,103	3,781	45,800	17,185	7,494	19,328	1,968	45,975	9.5%	-18.7%	-11.5%	92.1%	-0.4%	18,654	6,410	19,764	3,413	48,241	10.0%	-13.3%	0.9%	50.3%	4.4%
Town & Country	Hearst Magazines	3,201	564	1,865	128	5,759	3,244	528	1,048	-	4,819	-1.3%	6.9%	78.0%	+	19.5%	3,199	523	1,416	680	5,818	1.6%	14.6%	38.9%	+	25.8%
Traditional Home	Meredith Corporation	4,803	83	70	-	4,956	3,738	63	89	-	3,890	28.5%	31.7%	-21.3%	-	27.4%	4,595	48	81	-	4,724	20.4%	6.2%	-18.0%	-	19.2%
Travel + Leisure	Time Inc.	6,774	1,407	3,931	128	12,240	6,215	1,775	3,388	91	11,469	9.0%	-20.7%	16.0%	41.0%	6.7%	6,698	1,637	4,275	247	12,857	10.6%	22.2%	31.9%	444.3%	20.4%
Us Weekly	American Media, Inc.	11,487	2,896	15,466	86	29,935	12,356	4,845	14,928	360	32,489	-7.0%	-40.2%	3.6%	-76.1%	-7.9%	11,739	3,607	13,107	175	28,628	-5.3%	-28.9%	-22.2%	-60.6%	-17.6%
Vanity Fair	Condé Nast	8,051	3,080	11,761	3,647	26,539	8,086	3,310	8,295	2,520	22,211	-0.4%	-7.0%	41.8%	44.7%	19.5%	8,001	2,651	8,852	3,937	23,442	1.8%	-10.3%	31.4%	161.8%	23.0%
Veranda	Hearst Magazines	1,527	-	-	-	1,527	1,065	-	30	-	1,095	43.4%	-	-100.0%	-	39.5%	1,407	26	90	-	1,524	27.6%	+	-22.2%	-	25.0%
Vogue	Condé Nast	11,929	1,653	3,332	2,393	19,307	11,800	1,748	3,632	1,556	18,736	1.1%	-5.4%	-8.3%	53.8%	3.0%	11,821	1,553	3,950	2,175	19,499	1.6%	-10.9%	9.3%	78.8%	7.1%
W	Condé Nast	691	435	1,013	643	2,781	733	271	722	521	2,248	-5.7%	60.2%	40.2%	23.3%	23.7%	856	321	883	638	2,697	-0.7%	15.0%	51.8%	67.9%	28.3%
WebMD Magazine	WebMD, LLC	11,769	13,501	37,949	38	63,257	10,900	12,595	29,437	46	52,978	8.0%	7.2%	28.9%	-17.4%	19.4%	11,196	13,565	34,315	291	59,367	6.2%	-4.5%	3.9%	465.8%	2.6%
Wired	Condé Nast	3,492	4,136	8,498	2,660	18,786	2,667	4,358	7,955	2,774	17,755	30.9%	-5.1%	6.8%	-4.1%	5.8%	3,300	3,330	6,781	2,592	16,004	29.3%	-14.3%	-3.1%	65.4%	6.6%
Woman's Day	Hearst Magazines	15,990	1,018	3,576	59	20,644	16,643	1,069	3,576	-	21,288	-3.9%	-4.7%	0.0%	+	-3.0%	16,206	809	2,647	82	19,744	-1.6%	-19.8%	-5.1%	134.5%	-2.7%
Women's Health	Rodale Inc.	11,796	1,147	5,478	518	18,939	10,633	1,641	4,336	229	16,839	10.9%	-30.1%	26.3%	126.2%	12.5%	11,614	1,581	6,026	52	19,273	12.0%	-12.0%	0.8%	126.2%	6.1%
Yoga Journal	Active Interest Media	1,899	246	455	-	2,600	1,966	207	245	-	2,418	-3.4%	18.8%	85.7%	-	7.5%	1,933	276	315	-	2,523	-3.3%	47.9%	137.1%	-	8.9%
Total (000)		946,521	234,279	634,691	83,487	1,898,978	912,889	255,584	574,434	63,204	1,806,110	3.7%	-8.3%	10.5%	32.1%	5.1%	937,028	220,575	568,187	74,035	1,799,824	4.3%	-11.7%	-0.7%	39.4%	1.5%
Share by Platform (%)		49.8%	12.3%	33.4%	4.4%	100.0%	50.5%	14.2%	31.8%	3.5%	100.0%						52.1%	12.3%	31.6%	4.1%	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 Fall 2017 and Fall 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; October 2017 and October 2016; U.S.
- Mobile Web: comScore Mobile Metrix; October 2017 and October 2016; U.S.
- Video: comScore Video Metrix; October 2017 and October 2016; U.S.
Year to Date
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017, Spring 2017, Fall 2016, Spring 2016, DoubleBase 2017, DB 2016, and DB 2015; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017, Spring 2017, Fall 2016, Spring 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - October 2017 and January 2016 - October 2016; U.S.

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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°
- Mobile Web: comScore Mobile Metrix® January 2017 - October 2017 and January 2016 - October 2016; U.S. - Video: comScore Video Metrix® January 2017 - October 2017 and January 2016 - October 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 or digital editions.
- 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.