

Magazine Brand	Publishing Company	CURRENT MONTH - September 2017 (000)					YEAR AGO - September 2016 (000)					September 2017 vs. September 2016 (% change)					YTD AVERAGE - as of September 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	44	54	-	3,112	2,648	45	101	-	2,794	13.8%	-2.0%	-46.7%	-	11.4%	2,948	50	106	-	3,104	19.2%	-14.7%	-19.3%	-100.0%	15.8%
AARP	AARP Media	38,717	3,462	3,013	3	45,195	36,621	3,551	3,860	85	44,117	5.7%	-2.5%	-21.9%	-96.5%	2.4%	38,177	3,659	3,312	21	45,169	4.9%	-2.4%	-27.8%	-85.3%	0.7%
Allrecipes	Meredith Corporation	7,833	9,562	28,801	1,116	47,312	7,645	11,207	30,005	2,384	51,241	2.5%	-14.7%	-4.0%	-53.2%	-7.7%	7,991	11,547	30,823	1,364	51,725	4.7%	-4.2%	2.0%	49.6%	1.8%
Allure	Condé Nast	5,563	1,144	2,684	1,556	10,947	5,717	727	3,703	631	10,778	-2.7%	57.4%	-27.5%	146.6%	1.6%	5,857	1,158	4,675	1,802	13,492	6.6%	12.2%	25.3%	393.9%	27.0%
Architectural Digest	Condé Nast	4,645	457	725	449	6,276	3,785	360	898	70	5,113	22.7%	26.9%	-19.3%	541.4%	22.7%	4,473	461	1,039	282	6,253	19.8%	8.3%	15.9%	3139.3%	23.5%
Automobile	TEN	3,693	221	252	-	4,166	3,037	201	232	-	3,470	21.6%	10.0%	8.6%	-	20.1%	3,522	257	212	-	3,991	7.3%	0.5%	-27.5%	-100.0%	2.9%
Autoweek	Crain Communications, Inc.	2,440	360	-	-	2,800	2,136	323	-	-	2,459	14.2%	11.5%	-	-	13.9%	2,656	407	655	-	3,717	24.2%	8.6%	38.7%	-	24.6%
Backpacker	Active Interest Media	1,455	220	349	-	2,024	1,298	158	266	-	1,722	12.1%	39.2%	31.2%	-	17.5%	1,368	234	233	-	1,835	12.1%	32.8%	29.6%	-	16.4%
Better Homes and Gardens	Meredith Corporation	37,864	4,036	4,319	362	46,581	37,399	4,121	6,012	585	48,117	1.2%	-2.1%	-28.2%	-38.1%	-3.2%	37,458	4,658	4,903	485	47,504	1.2%	24.6%	-24.8%	93.1%	0.0%
Bicycling	Rodale Inc.	1,397	289	733	-	2,419	1,588	364	747	-	2,699	-12.0%	-20.6%	-1.9%	-	-10.4%	1,500	371	863	-	2,734	-5.1%	-2.0%	-1.3%	-	-3.5%
Bon Appétit/Epicurious	Condé Nast	7,252	3,030	7,644	3,284	21,210	6,581	4,900	11,408	2,198	25,087	10.2%	-38.2%	-33.0%	49.4%	-15.5%	7,087	3,620	9,546	2,436	22,689	6.7%	-25.0%	-11.9%	28.5%	-6.2%
Brides	Condé Nast	5,261	643	1,009	524	7,437	4,468	847	1,749	138	7,202	17.7%	-24.1%	-42.3%	279.7%	3.3%	5,110	882	1,365	609	7,966	10.4%	6.6%	-21.8%	504.6%	9.1%
Car and Driver	Hearst Magazines	9,507	1,939	4,397	68	15,911	8,514	2,495	5,028	126	16,162	11.7%	-22.3%	-12.5%	-45.6%	-1.6%	9,482	2,229	4,930	58	16,699	11.1%	-17.6%	0.8%	-53.7%	2.7%
Car Craft	TEN	2,139	45	38	5	2,227	1,991	45	82	8	2,126	7.4%	0.7%	-53.5%	-36.4%	4.8%	2,163	44	48	6	2,261	11.9%	-14.1%	-43.4%	-68.2%	8.3%
Coastal Living	Time Inc.	4,986	198	984	-	6,168	3,831	223	520	-	4,574	30.1%	-11.4%	89.4%	-	34.9%	4,639	257	702	-	5,597	17.1%	-0.1%	15.3%	-	15.9%
Condé Nast Traveler	Condé Nast	3,527	569	1,547	1,988	7,631	3,230	815	2,632	138	6,815	9.2%	-30.2%	-41.2%	1340.6%	12.0%	3,460	861	2,810	1,458	8,589	5.8%	-0.2%	8.1%	1348.2%	25.7%
Cooking Light	Time Inc.	9,839	885	3,478	86	14,288	10,987	982	2,420	-	14,389	-10.4%	-9.8%	43.7%	+	-0.7%	10,168	870	2,155	70	13,262	-7.5%	-40.6%	-38.7%	313.4%	-17.0%
Cosmopolitan	Hearst Magazines	16,631	2,096	12,984	514	32,225	16,117	2,782	12,233	841	31,973	3.2%	-24.7%	6.1%	-39.0%	0.8%	16,854	2,382	12,387	946	32,569	7.7%	-23.1%	-6.4%	25.2%	-0.5%
Country Living	Hearst Magazines	12,155	2,709	10,070	340	25,273	11,685	3,539	8,894	271	24,389	4.0%	-23.5%	13.2%	25.5%	3.6%	11,934	2,642	8,780	994	24,349	1.6%	3.2%	20.2%	1311.1%	12.3%
Cycle World	Bonnier Corporation	1,542	203	360	-	2,105	2,045	197	356	-	2,598	-24.6%	3.0%	1.1%	-	-19.0%	1,724	228	369	-	2,321	-13.5%	21.5%	8.9%	-	-7.9%
Departures	Time Inc.	6,436	21	60	-	6,517	6,094	88	37	-	6,219	5.6%	-76.2%	63.0%	-	4.8%	6,436	32	51	-	6,519	5.6%	-74.2%	26.7%	-	4.1%
Diabetic Living	Meredith Corporation	6,633	138	275	-	7,046	6,685	104	186	-	6,975	-0.8%	32.7%	47.8%	-	1.0%	6,668	129	269	-	7,065	9.7%	-15.7%	6.6%	-	9.0%
Dirt Rider	Bonnier Corporation	1,363	43	86	-	1,492	1,346	41	93	-	1,480	1.3%	4.9%	-7.5%	-	0.8%	1,354	124	114	-	1,592	-3.0%	128.4%	43.0%	-	4.1%
Discover	Kalmbach Publishing Co.	2,141	259	111	-	2,511	1,903	226	234	-	2,363	12.5%	14.6%	-52.6%	-	6.3%	2,261	194	172	-	2,628	16.8%	-8.5%	-6.4%	-	12.7%
domino	Domino Media Group, Inc.	1,140	350	1,290	-	2,780	1,060	141	1,386	-	2,587	7.5%	148.2%	-6.9%	-	7.5%	1,140	174	868	-	2,182	7.5%	37.4%	-15.1%	-	-1.2%
EatingWell	Meredith Corporation	6,560	1,105	1,913	103	9,681	6,110	1,034	1,125	72	8,341	7.4%	6.9%	70.0%	43.1%	16.1%	6,338	2,062	2,450	81	10,931	3.3%	55.5%	1.9%	582.2%	10.6%
Elle	Hearst Magazines	4,662	1,782	5,967	388	12,799	5,656	1,946	5,588	1,571	14,760	-17.6%	-8.4%	6.8%	-75.3%	-13.3%	5,024	1,872	6,223	1,069	14,188	-7.4%	-8.2%	28.5%	197.9%	12.0%
Elle Decor	Hearst Magazines	2,191	346	676	160	3,373	1,940	242	585	45	2,812	12.9%	43.1%	15.5%	254.4%	20.0%	2,132	354	771	356	3,614	15.9%	2.7%	18.4%	3393.2%	27.0%
Entertainment Weekly	Time Inc.	10,168	4,183	16,533	2,291	33,174	9,130	4,768	14,638	1,314	29,850	11.4%	-12.3%	12.9%	74.4%	11.1%	10,062	3,788	13,623	2,159	29,632	13.8%	-22.9%	-3.7%	31.0%	0.3%
Entrepreneur	Entrepreneur Media	3,032	2,157	2,300	8,510	15,999	2,564	2,823	1,374	172	6,933	18.3%	-23.6%	67.4%	4847.7%	130.8%	3,045	2,973	2,653	4,130	12,801	19.5%	-22.4%	-17.1%	1033.2%	28.7%
ESPN The Magazine	ESPN, Inc.	18,519	26,184	58,406	14,753	117,862	17,842	29,491	65,448	11,238	124,019	3.8%	-11.2%	-10.8%	31.3%	-5.0%	17,224	21,362	46,909	10,387	95,881	4.0%	-4.8%	-5.9%	-13.0%	-4.9%

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Esquire	Hearst Magazines	3,471	1,638	5,701	52	10,862	2,930	2,713	5,748	387	11,778	18.5%	-39.6%	-0.8%	-86.5%	-7.8%	3,403	1,825	5,481	260	10,968	14.4%	-46.0%	-2.0%	-72.5%	-14.9%
Essence	Time Inc.	6,832	659	3,133	129	10,753	6,660	442	3,965	117	11,184	2.6%	48.9%	-21.0%	10.8%	-3.9%	6,740	708	3,136	158	10,743	-1.5%	-4.4%	-17.3%	108.3%	-6.2%
Family Circle	Meredith Corporation	14,566	401	171	-	15,138	15,943	113	142	-	16,198	-8.6%	254.9%	20.4%	-	-6.5%	15,086	359	195	-	15,640	-5.3%	168.7%	17.7%	-	-3.6%
FamilyFun	Meredith Corporation	4,407	24	7	-	4,438	4,066	25	9	-	4,100	8.4%	-4.0%	-22.2%	-	8.2%	4,077	8	27	0	4,113	-0.7%	8.4%	-7.9%	119.3%	-0.7%
Fast Company	Mansueto Ventures	2,103	2,175	3,832	54	8,164	2,175	2,738	5,131	319	10,363	-3.3%	-20.6%	-25.3%	-83.1%	-21.2%	2,159	2,139	3,730	35	8,063	-2.0%	-20.3%	-28.5%	-86.9%	-22.2%
Field & Stream	Bonnier Corporation	9,658	408	1,158	35	11,259	8,464	445	1,257	89	10,255	14.1%	-8.3%	-7.9%	-60.7%	9.8%	9,495	420	1,341	26	11,282	14.5%	-16.4%	6.2%	-36.5%	11.7%
Fit Pregnancy & Baby	Meredith Corporation	7,000	215	1,523	-	8,738	7,000	293	1,715	-	9,008	0.0%	-26.6%	-11.2%	-	-3.0%	7,000	259	1,813	-	9,072	0.0%	-16.1%	6.2%	-	0.6%
Flying	Bonnier Corporation	1,041	31	135	-	1,207	846	161	192	-	1,199	23.0%	-80.7%	-29.7%	-	0.7%	933	118	185	-	1,236	-0.7%	-8.2%	27.1%	-	1.9%
Food & Wine	Time Inc.	8,291	1,275	5,750	235	15,551	7,682	1,991	6,606	31	16,310	7.9%	-36.0%	-13.0%	655.7%	-4.7%	8,228	1,323	3,909	183	13,643	9.4%	-13.7%	-19.0%	270.8%	-2.0%
Food Network Magazine	Hearst Magazines	13,369	788	2,432	142	16,731	13,506	1,099	3,064	89	17,758	-1.0%	-28.2%	-20.6%	58.7%	-5.8%	13,593	889	2,850	132	17,465	3.3%	-31.5%	-12.5%	35.0%	-2.0%
Forbes	Forbes Media	7,254	16,509	35,915	4,936	64,614	7,606	16,715	36,231	3,217	63,769	-4.6%	-1.2%	-0.9%	53.4%	1.3%	7,486	16,238	37,742	4,444	65,909	3.7%	-12.5%	14.0%	106.1%	8.0%
Fortune	Time Inc.	3,899	3,487	8,478	1,690	17,555	3,442	4,533	9,440	1,002	18,418	13.3%	-23.1%	-10.2%	68.7%	-4.7%	3,796	3,210	7,256	1,255	15,517	12.4%	-33.3%	-1.5%	39.2%	-5.7%
Game & Fish	Outdoor Sportsman Group	6,237	92	249	40	6,618	6,423	121	235	-	6,779	-2.9%	-24.0%	6.0%	+	-2.4%	6,369	120	316	4	6,810	4.5%	-11.7%	13.4%	+	4.7%
Glamour	Condé Nast	10,195	1,121	3,476	1,596	16,388	10,006	2,031	5,417	1,619	19,073	1.9%	-44.8%	-35.8%	-1.4%	-14.1%	10,324	1,421	5,581	1,895	19,221	3.7%	-26.0%	-2.4%	68.7%	2.7%
Golf Digest	Condé Nast	4,907	507	2,296	2,359	10,069	4,885	585	1,714	327	7,511	0.5%	-13.3%	34.0%	621.4%	34.1%	5,007	678	2,232	1,163	9,080	6.2%	4.1%	28.6%	55.9%	15.7%
Golf Magazine	Time Inc.	4,525	688	1,242	244	6,699	4,666	585	1,103	218	6,572	-3.0%	17.7%	12.6%	12.0%	1.9%	4,676	811	1,565	297	7,349	5.5%	11.6%	8.2%	33.0%	7.6%
Good Housekeeping	Hearst Magazines	19,869	2,676	7,597	738	30,881	19,632	4,632	7,293	43	31,600	1.2%	-42.2%	4.2%	1611.8%	-2.3%	19,691	2,921	7,556	348	30,516	3.3%	-26.2%	20.8%	115.8%	3.7%
GQ	Condé Nast	6,415	1,171	3,571	2,320	13,477	6,058	2,188	6,683	2,041	16,970	5.9%	-46.5%	-46.6%	13.7%	-20.6%	6,416	1,597	6,207	2,603	16,823	6.1%	-21.0%	14.3%	66.6%	11.7%
Guns & Ammo	Outdoor Sportsman Group	11,302	144	453	-	11,899	10,139	233	415	35	10,822	11.5%	-38.2%	9.2%	-100.0%	10.0%	11,215	184	376	-	11,775	12.7%	-41.8%	-27.8%	-100.0%	9.1%
Harper's Bazaar	Hearst Magazines	2,679	1,081	5,222	1,470	10,452	3,356	1,892	3,972	1,616	10,836	-20.2%	-42.9%	31.5%	-9.1%	-3.5%	2,854	1,124	4,114	1,452	9,544	-12.1%	-37.3%	10.6%	142.7%	2.0%
Health	Time Inc.	9,507	1,609	6,803	300	18,220	8,123	2,042	6,268	79	16,513	17.0%	-21.2%	8.5%	278.7%	10.3%	9,245	1,792	5,917	208	17,163	14.2%	-27.6%	-16.9%	104.4%	-3.5%
HGTV Magazine	Hearst Magazines	9,847	145	301	31	10,324	9,029	149	258	37	9,473	9.1%	-2.4%	16.7%	-15.9%	9.0%	9,673	166	336	29	10,205	10.8%	-9.0%	-0.6%	-17.1%	9.9%
Hot Rod	TEN	5,485	171	146	21	5,823	5,482	170	314	32	5,998	0.1%	0.7%	-53.5%	-36.4%	-2.9%	5,524	169	183	22	5,899	-0.1%	-14.0%	-43.4%	-68.2%	-3.6%
House Beautiful	Hearst Magazines	6,022	587	1,757	9	8,375	5,793	1,181	2,459	30	9,463	4.0%	-50.3%	-28.5%	-70.7%	-11.5%	6,047	867	1,960	74	8,948	10.5%	-30.0%	-7.8%	2107.2%	1.2%
In-Fisherman	Outdoor Sportsman Group	4,069	36	22	-	4,127	3,377	44	65	-	3,486	20.5%	-18.2%	-66.2%	-	18.4%	4,032	34	17	-	4,083	25.8%	-17.6%	-84.4%	-	21.8%
InStyle	Time Inc.	8,454	1,759	3,562	211	13,986	8,990	1,901	4,996	133	16,020	-6.0%	-7.5%	-28.7%	58.8%	-12.7%	8,718	1,365	3,262	180	13,525	0.6%	-20.2%	-30.8%	337.5%	-10.6%
Kraft Food & Family	Meredith Corporation	2,250	1,547	3,783	-	7,580	2,250	1,998	4,412	144	8,804	0.0%	-22.6%	-14.3%	-100.0%	-13.9%	2,250	1,707	4,581	65	8,603	0.0%	-13.3%	-1.1%	-44.3%	-4.1%
Marie Claire	Hearst Magazines	3,091	1,040	4,066	1,047	9,244	3,245	1,371	3,014	3,438	11,068	-4.7%	-24.1%	34.9%	-69.5%	-16.5%	3,211	1,162	3,536	1,947	9,855	3.5%	-16.1%	15.6%	78.5%	14.1%
Martha Stewart Living	Meredith Corporation	8,257	2,160	4,620	462	15,499	8,365	2,038	4,767	707	15,877	-1.3%	6.0%	-3.1%	-34.7%	-2.4%	8,373	2,327	4,914	619	16,233	3.1%	-12.7%	-22.2%	9.1%	-8.2%
Men's Fitness	American Media, Inc.	7,443	1,322	2,752	165	11,682	7,406	1,240	3,192	68	11,906	0.5%	6.6%	-13.8%	142.6%	-1.9%	7,550	1,186	3,220	105	12,061	3.8%	-13.7%	-8.6%	-64.3%	-3.3%
Men's Health	Rodale Inc.	13,798	1,320	5,347	-	20,465	12,862	1,338	4,357	-	18,557	7.3%	-1.3%	22.7%	-	10.3%	13,699	1,434	5,629	-	20,762	8.8%	-5.0%	14.7%	-	9.3%
Men's Journal	American Media, Inc.	2,798	352	874	-	4,024	2,887	546	1,189	60	4,682	-3.1%	-35.5%	-26.5%	-100.0%	-14.1%	2,756	481	1,302	-	4,539	-0.6%	-13.0%	1.9%	-100.0%	-1.9%
Midwest Living	Meredith Corporation	2,939	288	564	-	3,791	3,531	367	647	-	4,545	-16.8%	-21.5%	-12.8%	-	-16.6%	3,076	302	564	-	3,941	-13.9%	-10.4%	-19.8%	-100.0%	-14.6%
Money	Time Inc.	6,166	1,669	5,210	115	13,160	5,345	1,734	3,181	26	10,285	15.4%	-3.7%	63.8%	344.7%	27.9%	6,082	1,508	3,641	32	11,264	10.3%	-11.7%	23.6%	28.1%	10.5%

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Mother Earth News	Ogden Publications	2,766	294	155	54	3,269	2,695	412	1,215	319	4,641	2.6%	-28.6%	-87.2%	-83.1%	-29.6%	2,738	349	704	6	3,796	2.0%	-37.0%	-42.7%	-85.5%	-15.8%
Motor Trend	TEN	7,162	1,380	1,687	884	11,113	6,598	1,006	1,356	1,345	10,305	8.5%	37.2%	24.4%	-34.3%	7.8%	7,055	1,389	1,596	823	10,864	3.2%	29.1%	26.0%	-36.1%	3.8%
Motorcyclist	Bonnier Corporation	1,378	135	147	-	1,660	1,542	88	124	-	1,754	-10.6%	53.4%	18.5%	-	-5.4%	1,391	99	146	-	1,636	-11.6%	7.9%	9.4%	-	-9.0%
Muscle & Fitness	American Media, Inc.	6,330	462	1,284	56	8,132	6,536	587	1,931	88	9,142	-3.2%	-21.3%	-33.5%	-36.4%	-11.0%	6,378	575	1,898	54	8,905	-3.6%	-19.6%	-20.3%	-69.5%	-10.0%
National Enquirer	American Media, Inc.	6,578	156	348	-	7,082	6,225	271	535	-	7,031	5.7%	-42.4%	-35.0%	-	0.7%	6,750	213	471	-	7,435	10.3%	-51.3%	-43.6%	-100.0%	-1.2%
National Geographic	National Geographic Partners	32,312	3,244	3,712	126	39,394	29,825	3,756	4,819	101	38,501	8.3%	-13.6%	-23.0%	24.2%	2.3%	31,624	3,580	5,306	269	40,778	6.6%	-7.3%	0.9%	-22.3%	4.2%
National Geographic Kids	National Geographic Partners	6,858	249	285	10	7,401	6,745	288	369	8	7,410	1.7%	-13.6%	-23.0%	24.2%	-0.1%	6,918	273	405	20	7,617	3.5%	-7.3%	0.9%	-22.5%	2.9%
National Geographic Traveler	National Geographic Partners	11,922	333	381	13	12,649	10,046	385	494	10	10,936	18.7%	-13.6%	-23.0%	24.2%	15.7%	11,572	366	542	27	12,508	18.5%	-7.3%	0.9%	-22.5%	16.6%
New York Magazine	New York Media	3,002	4,668	14,550	375	22,595	2,604	4,667	11,503	614	19,388	15.3%	0.0%	26.5%	-38.9%	16.5%	2,785	5,059	16,097	420	24,361	7.4%	3.2%	25.4%	-9.4%	17.2%
O, The Oprah Magazine	Hearst Magazines	9,635	716	1,142	443	11,936	10,515	790	1,145	1,125	13,574	-8.4%	-9.3%	-0.3%	-60.6%	-12.1%	9,596	759	1,291	951	12,597	-8.7%	1.1%	-8.2%	-30.7%	-10.3%
OK! Magazine	American Media, Inc.	4,708	416	1,864	-	6,988	4,641	2,384	2,888	511	10,424	1.4%	-82.6%	-35.5%	-100.0%	-33.0%	4,811	473	2,007	8	7,299	5.4%	-81.4%	-48.2%	-99.1%	-38.9%
Outdoor Life	Bonnier Corporation	5,908	332	1,019	-	7,259	6,028	270	651	-	6,949	-2.0%	23.0%	56.5%	-	4.5%	5,938	289	781	-	7,008	2.7%	-1.3%	9.8%	-	3.3%
Outside	Mariah Media	2,513	631	1,849	-	4,993	2,531	363	343	-	3,237	-0.7%	73.8%	439.1%	-	54.2%	2,414	643	1,581	-	4,638	-6.1%	3.4%	4.9%	-	-1.3%
Parents	Meredith Corporation	12,193	1,489	5,006	144	18,832	11,948	1,539	6,612	208	20,307	2.1%	-3.2%	-24.3%	-30.8%	-7.3%	12,137	1,666	6,035	163	20,000	-1.5%	6.0%	-7.0%	165.9%	-2.2%
People	Time Inc.	41,863	6,352	31,565	4,311	84,091	40,812	7,471	27,744	4,024	80,052	2.6%	-15.0%	13.8%	7.1%	5.0%	42,123	5,979	26,521	4,025	78,648	4.8%	-28.6%	-5.4%	18.0%	-1.7%
People en Español	Time Inc.	6,821	98	899	40	7,858	7,144	129	1,112	31	8,416	-4.5%	-24.1%	-19.2%	28.8%	-6.6%	6,923	105	879	38	7,945	-1.0%	-19.2%	-21.0%	358.7%	-3.6%
Petersen's Hunting	Outdoor Sportsman Group	4,361	20	61	-	4,442	4,719	-	67	-	4,786	-7.6%	+	-9.0%	-	-7.2%	4,394	10	46	-	4,449	-5.8%	+	-17.7%	-	-5.7%
Playboy	Playboy Enterprises Inc.	3,389	318	1,178	125	5,010	3,913	633	2,247	386	7,179	-13.4%	-49.7%	-47.6%	-67.6%	-30.2%	3,517	480	2,279	179	6,456	-8.9%	-35.2%	-39.8%	-57.5%	-26.7%
Popular Mechanics	Hearst Magazines	7,680	1,945	3,585	69	13,279	7,347	2,612	3,788	-	13,747	4.5%	-25.5%	-5.4%	+	-3.4%	7,468	2,006	3,786	71	13,331	-1.5%	-26.3%	9.9%	44.3%	-3.3%
Popular Science	Bonnier Corporation	9,072	1,121	1,731	59	11,983	6,568	858	2,244	64	9,734	38.1%	30.7%	-22.9%	-7.8%	23.1%	8,402	1,139	1,692	63	11,296	25.4%	37.5%	5.1%	14.6%	22.9%
Prevention	Rodale Inc.	6,672	1,608	4,859	-	13,139	7,133	1,651	5,165	-	13,949	-6.5%	-2.6%	-5.9%	-	-5.8%	6,671	1,878	5,198	-	13,747	-6.1%	7.9%	-7.0%	-	-4.8%
Rachael Ray Every Day	Meredith Corporation	5,645	146	408	-	6,199	6,055	218	482	-	6,755	-6.8%	-33.0%	-15.4%	-	-8.2%	5,839	164	364	-	6,366	3.0%	-43.8%	-39.9%	-	-3.0%
Reader's Digest	Trusted Media Brands	19,278	2,285	3,967	219	25,749	18,164	2,137	3,158	43	23,502	6.1%	6.9%	25.6%	409.3%	9.6%	19,211	2,157	3,421	86	24,876	5.2%	18.2%	-15.2%	13.5%	2.8%
Real Simple	Time Inc.	7,245	1,645	5,813	309	15,013	7,460	2,428	5,990	122	15,999	-2.9%	-32.2%	-2.9%	154.6%	-6.2%	7,328	2,041	5,371	246	14,986	-2.2%	-27.2%	-12.3%	188.0%	-9.2%
Redbook	Hearst Magazines	5,443	391	1,571	54	7,460	5,533	663	1,716	1,272	9,184	-1.6%	-41.0%	-8.5%	-95.7%	-18.8%	5,472	597	1,851	474	8,394	-0.2%	-33.8%	-19.0%	203.8%	-4.9%
Road & Track	Hearst Magazines	3,131	530	1,224	11	4,897	2,755	912	1,501	-	5,168	13.6%	-41.9%	-18.4%	+	-5.3%	3,015	715	1,783	2	5,516	3.2%	-25.4%	20.2%	+	2.8%
Runner's World	Rodale Inc.	2,374	797	2,681	-	5,852	2,877	1,031	3,363	-	7,271	-17.5%	-22.7%	-20.3%	-	-19.5%	2,513	939	3,327	-	6,779	-10.1%	-19.6%	-10.6%	-	-11.8%
Saveur *	Bonnier Corporation	419	386	791	35	1,631	477	451	822	37	1,787	-12.2%	-14.4%	-3.8%	-5.4%	-8.7%	1,445	429	900	20	2,794	-0.4%	-18.4%	-12.4%	375.7%	-7.1%
Ser Padres	Meredith Corporation	1,952	-	28	-	1,980	2,220	-	32	-	2,252	-12.1%	-	-12.5%	-	-12.1%	2,042	-	44	-	2,086	-5.3%	-	106.3%	-	-4.2%
Seventeen	Hearst Magazines	6,981	536	1,475	58	9,050	6,779	736	2,410	86	10,010	3.0%	-27.2%	-38.8%	-32.3%	-9.6%	7,058	677	2,093	96	9,924	8.2%	-23.7%	-29.4%	-62.3%	-6.6%
Shape	Meredith Corporation	5,675	2,266	3,481	85	11,507	6,050	2,100	4,766	110	13,026	-6.2%	7.9%	-27.0%	-22.7%	-11.7%	5,771	2,860	4,754	170	13,554	-4.6%	21.6%	-21.8%	272.4%	-6.7%
Ski	Active Interest Media	1,331	17	31	-	1,379	1,389	45	-	-	1,434	-4.2%	-62.2%	+	-	-3.8%	1,363	18	32	-	1,413	1.5%	-44.5%	158.2%	-	1.8%
Smithsonian	Smithsonian Enterprises	7,598	1,550	4,192	92	13,432	7,297	1,402	3,195	86	11,980	4.1%	10.6%	31.2%	7.0%	12.1%	7,445	1,375	3,920	143	12,882	4.5%	7.6%	47.5%	265.4%	16.1%
Soap Opera Digest	American Media, Inc.	2,955	33	169	-	3,157	2,887	72	145	-	3,104	2.4%	-54.2%	16.6%	-	1.7%	2,968	41	136	-	3,144	-0.7%	16.1%	214.0%	-	2.6%

Magazine Brand	Publishing Company	CURRENT MONTH - September 2017 (000)					YEAR AGO - September 2016 (000)					September 2017 vs. September 2016 (% change)					YTD AVERAGE - as of September 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	1,505	5,557	211	24,279	15,097	1,311	3,347	73	19,828	12.7%	14.8%	66.0%	188.3%	22.5%	16,495	1,643	4,059	193	22,390	9.3%	4.1%	2.6%	91.6%	8.0%
Sports Illustrated	Time Inc.	17,961	4,710	16,804	3,152	42,627	18,949	4,807	9,327	2,393	35,476	-5.2%	-2.0%	80.2%	31.7%	20.2%	18,245	3,391	10,819	2,299	34,754	-2.3%	-34.4%	13.1%	-9.3%	-3.3%
Star	American Media, Inc.	6,315	36	128	-	6,479	5,904	126	632	-	6,662	7.0%	-71.4%	-79.7%	-	-2.7%	6,348	31	179	-	6,558	8.3%	-79.7%	-85.4%	-100.0%	-9.8%
Street Rodder	TEN	2,442	102	87	12	2,643	2,225	101	187	19	2,532	9.8%	0.7%	-53.5%	-36.4%	4.4%	2,433	101	109	13	2,656	14.2%	-14.0%	-43.3%	-68.2%	7.0%
StyleWatch	Time Inc.	5,198	943	2,358	49	8,549	5,198	904	2,630	146	8,878	0.0%	4.4%	-10.3%	-66.7%	-3.7%	5,198	892	2,904	28	9,022	0.6%	-23.9%	-28.3%	-39.9%	-13.6%
Sunset	Time Inc.	4,581	372	667	-	5,620	4,663	513	691	-	5,867	-1.8%	-27.5%	-3.4%	-	-4.2%	4,517	436	733	18	5,704	-4.0%	-31.1%	-29.2%	+	-10.5%
Taste of Home	Trusted Media Brands	12,869	3,197	7,505	332	23,902	12,344	3,058	7,230	342	22,974	4.3%	4.5%	3.8%	-2.9%	4.0%	13,034	3,346	6,998	179	23,557	6.0%	0.1%	-10.4%	-76.2%	-2.7%
Teen Vogue	Condé Nast	2,887	928	3,847	1,262	8,924	3,040	768	4,214	404	8,426	-5.0%	20.8%	-8.7%	212.4%	5.9%	2,972	1,135	6,198	1,083	11,388	-9.3%	60.4%	98.6%	217.7%	52.9%
Texas Monthly	GP TM Acquisition, LLC	2,402	219	754	-	3,375	1,721	245	794	-	2,760	39.6%	-10.6%	-5.0%	-	22.3%	2,294	235	806	-	3,334	5.6%	-6.7%	10.4%	-	5.7%
The Atlantic	Atlantic Media	2,287	5,937	13,329	28	21,581	2,054	5,554	13,925	193	21,726	11.3%	6.9%	-4.3%	-85.5%	-0.7%	2,226	5,685	14,089	137	22,137	12.1%	4.7%	24.8%	-54.7%	16.5%
The Economist	The Economist Newspaper Limited	2,749	2,106	1,596	-	6,451	2,553	1,503	1,279	143	5,478	7.7%	40.1%	24.8%	-100.0%	17.8%	2,451	1,875	2,020	55	6,402	-0.8%	6.0%	30.2%	-39.4%	8.8%
The Family Handyman	Trusted Media Brands	5,136	1,611	1,842	43	8,632	4,648	1,800	2,649	149	9,245	10.5%	-10.5%	-30.5%	-71.1%	-6.6%	4,969	1,826	2,497	26	9,319	6.9%	11.6%	-13.8%	-90.7%	-1.5%
The New Yorker	Condé Nast	5,503	3,098	6,361	1,164	16,126	4,445	5,424	13,120	697	23,686	23.8%	-42.9%	-51.5%	67.0%	-31.9%	5,216	3,257	8,251	1,188	17,913	18.8%	-22.2%	-12.6%	106.5%	-3.7%
This Old House	This Old House Ventures, LLC	6,030	803	1,350	564	8,747	5,712	730	680	47	7,169	5.6%	10.0%	98.5%	1100.0%	22.0%	5,994	953	1,702	309	8,958	10.3%	-23.4%	-20.3%	100.6%	-0.1%
Time	Time Inc.	18,824	5,470	15,754	3,581	43,629	17,185	7,061	23,952	2,744	50,942	9.5%	-22.5%	-34.2%	30.5%	-14.4%	18,635	6,445	20,060	3,372	48,512	10.0%	-12.7%	2.2%	46.3%	4.9%
Town & Country	Hearst Magazines	3,201	404	1,412	282	5,299	3,244	367	993	-	4,604	-1.3%	10.1%	42.1%	+	15.1%	3,199	519	1,366	741	5,825	2.0%	15.6%	34.4%	+	26.6%
Traditional Home	Meredith Corporation	4,803	45	59	-	4,907	3,738	40	98	-	3,876	28.5%	12.5%	-39.8%	-	26.6%	4,572	44	82	-	4,698	19.5%	2.1%	-17.7%	-	18.4%
Travel + Leisure	Time Inc.	6,774	1,447	3,810	189	12,220	6,215	1,624	3,167	133	11,139	9.0%	-10.9%	20.3%	42.6%	9.7%	6,689	1,663	4,313	260	12,926	10.8%	28.8%	33.7%	545.0%	22.0%
Us Weekly	American Media, Inc.	11,487	4,159	13,715	173	29,534	12,356	5,088	17,594	411	35,449	-7.0%	-18.3%	-22.0%	-57.9%	-16.7%	11,767	3,687	12,845	185	28,483	-5.1%	-27.7%	-24.7%	-59.2%	-18.7%
Vanity Fair	Condé Nast	8,051	1,823	6,191	3,190	19,255	8,086	3,044	7,430	1,634	20,194	-0.4%	-40.1%	-16.7%	95.2%	-4.6%	7,995	2,604	8,528	3,970	23,097	2.0%	-10.7%	29.9%	185.3%	23.5%
Veranda	Hearst Magazines	1,527	-	40	-	1,567	1,065	-	95	-	1,160	43.4%	-	-57.3%	-	35.2%	1,394	29	100	-	1,523	25.9%	+	-20.1%	-	23.5%
Vogue	Condé Nast	11,929	1,548	5,634	2,116	21,227	11,800	1,715	3,763	1,057	18,335	1.1%	-9.7%	49.7%	100.2%	15.8%	11,809	1,542	4,019	2,151	19,520	1.6%	-11.6%	11.3%	82.5%	7.5%
W	Condé Nast	691	234	573	1,036	2,534	733	325	704	425	2,187	-5.7%	-28.0%	-18.6%	143.8%	15.9%	875	308	868	637	2,688	-0.2%	10.1%	53.4%	75.0%	28.8%
WebMD Magazine	WebMD, LLC	11,769	12,311	32,252	212	56,544	10,900	13,000	31,471	13	55,384	8.0%	-5.3%	2.5%	1530.8%	2.1%	11,132	13,572	33,911	319	58,935	6.0%	-5.7%	1.4%	513.3%	1.0%
Wired	Condé Nast	3,492	2,862	6,627	2,619	15,600	2,667	3,614	7,336	2,655	16,272	30.9%	-20.8%	-9.7%	-1.4%	-4.1%	3,279	3,241	6,591	2,584	15,695	29.1%	-15.5%	-4.4%	80.4%	6.7%
Woman's Day	Hearst Magazines	15,990	570	1,884	8	18,452	16,643	818	3,120	-	20,580	-3.9%	-30.3%	-39.6%	+	-10.3%	16,230	786	2,543	85	19,644	-1.3%	-21.5%	-5.8%	117.7%	-2.7%
Women's Health	Rodale Inc.	11,796	1,265	5,469	-	18,530	10,633	1,570	5,455	-	17,658	10.9%	-19.4%	0.3%	-	4.9%	11,594	1,630	6,087	-	19,310	12.1%	-10.2%	-1.2%	-	5.4%
Yoga Journal	Active Interest Media	1,899	207	425	-	2,531	1,966	139	216	-	2,321	-3.4%	48.9%	96.8%	-	9.0%	1,936	279	299	-	2,514	-3.2%	51.5%	148.8%	-	9.1%
Total (000)		949,201	212,234	562,373	82,699	1,806,507	915,665	246,041	591,321	62,059	1,815,087	3.7%	-13.7%	-4.9%	33.3%	-0.5%	945,609	221,233	568,919	74,437	1,810,198	4.4%	-11.9%	-1.4%	41.8%	1.3%
Share by Platform (%)		52.5%	11.7%	31.1%	4.6%	100.0%	50.4%	13.6%	32.6%	3.4%	100.0%						52.2%	12.2%	31.4%	4.1%	100.0%					

*As of this reporting month, Saveur has changed from using a GfK MRI prototype for its Print audience to sourcing from Ipsos.
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®; September 2017 and September 2016; U.S.
- Mobile Web: comScore Mobile Metrix; September 2017 and September 2016; U.S.
- Video: comScore Video Metrix; September 2017 and September 2016; U.S.

Magazine Brand	Publishing Company	CURRENT MONTH - September 2017 (000)					YEAR AGO - September 2016 (000)					September 2017 vs. September 2016 (% change)					YTD AVERAGE - as of September 2017 (000)					YTD 2017 vs. YTD 2016 (% change)									
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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 - September 2017 and January 2016 - September 2016; U.S.																															
- Mobile Web: comScore Mobile Metrix® January 2017 - September 2017 and January 2016 - September 2016; U.S.																															
- Video: comScore Video Metrix® January 2017 - September 2017 and January 2016 - September 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 127 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.