

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – April 2018

Print + Digital		Web		Mobile Web		Video		Total Brand Audience	
MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 People	39,141	1 ESPN The Magazine	22,739	1 ESPN The Magazine	43,218	1 ESPN The Magazine	12,801	1 ESPN The Magazine	96,217
2 AARP	38,557	2 WebMD Magazine	12,208	2 People	37,537	2 People	6,568	2 People	90,620
3 Better Homes and Gardens	36,324	3 Time	8,506	3 WebMD Magazine	35,206	3 Vanity Fair	5,478	3 WebMD Magazine	59,589
4 National Geographic	32,225	4 Allrecipes	7,950	4 Allrecipes	27,078	4 Entrepreneur	5,029	4 Time	52,602
5 Good Housekeeping	19,451	5 People	7,373	5 Time	21,647	5 Time	4,112	5 AARP	48,014
6 Time	18,337	6 New York Magazine	6,953	6 New York Magazine	21,014	6 Bon Appétit/Epicurious	4,111	6 Better Homes and Gardens	45,289
7 Reader's Digest	18,133	7 The Atlantic	5,883	7 Cosmopolitan	15,894	7 Vogue	3,788	7 Allrecipes	43,752
8 Sports Illustrated	17,643	8 The New Yorker	3,634	8 Us Weekly	15,806	8 Wired	3,496	8 National Geographic	41,029
9 ESPN The Magazine	17,459	9 National Geographic	3,591	9 Entertainment Weekly	13,147	9 GQ	3,414	9 Cosmopolitan	36,151
10 Cosmopolitan	16,158	10 Entertainment Weekly	3,401	10 Sports Illustrated	10,394	10 Glamour	2,412	10 Good Housekeeping	32,526

Top 10 Magazine Brands — Average Monthly Audience % Growth – April 2018

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MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 AFAR	38%	1 Motorcyclist	229%	1 Veranda	283%	1 Popular Mechanics	1,265%	1 Town & Country	75%
2 Motorcyclist	37%	2 Town & Country	170%	2 Town & Country	214%	2 Entrepreneur	845%	2 Harper's Bazaar	67%
3 FamilyFun	32%	3 Dirt Rider	169%	3 Coastal Living	196%	3 Good Housekeeping	800%	3 W	59%
4 New York Magazine	31%	4 Coastal Living	127%	4 Harper's Bazaar	167%	4 Prevention	719%	4 Motorcyclist	54%
5 Flying	23%	5 domino	111%	5 Petersen's Hunting	136%	5 Elle	581%	5 Entrepreneur	52%
6 Outside	23%	6 Outdoor Life	77%	6 AARP	122%	6 Seventeen	285%	6 Saveur	47%
7 Wired	20%	7 Saveur	56%	7 Reader's Digest	121%	7 Runner's World	267%	7 Men's Journal	37%
8 Popular Science	16%	8 Men's Journal	55%	8 Motorcyclist	116%	8 Brides	187%	8 AFAR	35%
9 This Old House	14%	9 Money	49%	9 Discover	112%	9 W	173%	9 Esquire	33%
10 Texas Monthly	14%	10 Architectural Digest	48%	10 Yoga Journal	104%	10 Bon Appétit/Epicurious	101%	10 New York Magazine	32%

Sources: Print+Digital Editions—GfK MRI Survey of the American Consumer®, GfK MRI Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Matrix®, Mobile Web—comScore Mobile Matrix. Video—comScore Video Matrix.