

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – August 2017

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	41,863	1 ESPN The Magazine	21,787	1 ESPN The Magazine	48,547	1 ESPN The Magazine	11,601	1 ESPN The Magazine	100,454
2 AARP	38,717	2 Forbes	16,873	2 Forbes	41,700	2 Entrepreneur	10,254	2 People	77,988
3 Better Homes and Gardens	37,864	3 WebMD Magazine	12,713	3 WebMD Magazine	33,716	3 Forbes	5,797	3 Forbes	71,624
4 National Geographic	32,312	4 Allrecipes	10,067	4 Time	33,307	4 Time	5,029	4 Time	65,784
5 Good Housekeeping	19,869	5 Time	8,624	5 Allrecipes	29,389	5 Vanity Fair	4,084	5 WebMD Magazine	58,608
6 Reader's Digest	19,278	6 People	6,190	6 People	26,167	6 People	3,767	6 Allrecipes	48,337
7 Time	18,824	7 EatingWell	6,043	7 The Atlantic	16,954	7 Vogue	3,335	7 Better Homes and Gardens	47,389
8 ESPN The Magazine	18,519	8 The Atlantic	5,911	8 New York Magazine	16,090	8 GQ	2,757	8 AARP	46,768
9 Sports Illustrated	17,961	9 New York Magazine	5,014	9 Entertainment Weekly	14,317	9 Wired	2,451	9 National Geographic	40,456
10 Southern Living	17,007	10 Better Homes and Gardens	4,674	10 Cosmopolitan	14,237	10 Entertainment Weekly	2,442	10 Sports Illustrated	36,471

Top 10 Magazine Brands — Average Monthly Audience % Growth – August 2017

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 Veranda	43%	1 EatingWell	484%	1 This Old House	293%	1 Entrepreneur	10,052%	1 Entrepreneur	97%
2 Texas Monthly	40%	2 Family Circle	207%	2 domino	290%	2 Condé Nast Traveler	910%	2 EatingWell	71%
3 Popular Science	38%	3 Golf Magazine	115%	3 Texas Monthly	87%	3 WebMD Magazine	674%	3 domino	69%
4 Wired	31%	4 domino	88%	4 Backpacker	72%	4 Allure	327%	4 Texas Monthly	53%
5 Coastal Living	30%	5 Teen Vogue	76%	5 Outdoor Life	53%	5 This Old House	309%	5 Veranda	42%
6 Traditional Home	28%	6 Allure	65%	6 Diabetic Living	52%	6 Parents	294%	6 Popular Science	33%
7 Discover	26%	7 Dirt Rider	47%	7 Golf Magazine	51%	7 Brides	220%	7 Architectural Digest	33%
8 The New Yorker	24%	8 Essence	38%	8 The Economist	50%	8 Vanity Fair	201%	8 Time	31%
9 Flying	23%	9 Elle Decor	36%	9 Time	47%	9 Real Simple	183%	9 This Old House	28%
10 Architectural Digest	23%	10 Texas Monthly	32%	10 Marie Claire	47%	10 Teen Vogue	183%	10 Teen Vogue	27%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017 and 2016; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA. **Web (Desktop/Laptop):** comScore Media Metrix®; unique visitors; August 2017 and August 2016; U.S. **Mobile Web:** comScore Mobile Metrix; unique visitors; August 2017 and August 2016; U.S. **Video:** comScore Video Metrix; unique viewers; August 2017 and August 2016; U.S.