

# MAGAZINE MEDIA 360°

Brand Audience Report

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




| MAGAZINE BRAND             | AUDIENCE |
|----------------------------|----------|
| 1 AARP                     | 38,878   |
| 2 People                   | 36,859   |
| 3 Better Homes and Gardens | 33,016   |
| 4 National Geographic      | 31,680   |
| 5 Good Housekeeping        | 18,639   |
| 6 Reader's Digest          | 18,300   |
| 7 Time                     | 17,967   |
| 8 Sports Illustrated       | 17,306   |
| 9 ESPN The Magazine        | 16,672   |
| 10 Southern Living         | 15,462   |




| MAGAZINE BRAND       | UNIQUE VISITORS |
|----------------------|-----------------|
| 1 ESPN The Magazine  | 17,801          |
| 2 WebMD Magazine     | 12,183          |
| 3 Allrecipes         | 8,362           |
| 4 People             | 6,504           |
| 5 New York Magazine  | 5,859           |
| 6 The Atlantic       | 4,780           |
| 7 Time               | 4,464           |
| 8 Taste of Home      | 3,673           |
| 9 Wired              | 3,000           |
| 10 Good Housekeeping | 2,985           |



| MAGAZINE BRAND      | UNIQUE VISITORS |
|---------------------|-----------------|
| 1 ESPN The Magazine | 39,710          |
| 2 People            | 39,120          |
| 3 WebMD Magazine    | 36,947          |
| 4 Allrecipes        | 31,145          |
| 5 New York Magazine | 21,954          |
| 6 Time              | 16,819          |
| 7 Cosmopolitan      | 16,484          |
| 8 Good Housekeeping | 14,807          |
| 9 The Atlantic      | 13,052          |
| 10 Us Weekly        | 13,002          |




| MAGAZINE BRAND         | UNIQUE VIEWERS |
|------------------------|----------------|
| 1 ESPN The Magazine    | 26,074         |
| 2 Vanity Fair          | 13,588         |
| 3 Vogue                | 11,998         |
| 4 Wired                | 10,415         |
| 5 GQ                   | 9,042          |
| 6 Bon Appétit          | 8,217          |
| 7 Glamour              | 7,006          |
| 8 The New Yorker       | 4,891          |
| 9 People               | 4,883          |
| 10 Condé Nast Traveler | 4,647          |




Total Brand Audience

| MAGAZINE BRAND             | TOTAL BRAND AUDIENCE |
|----------------------------|----------------------|
| 1 ESPN The Magazine        | 100,257              |
| 2 People                   | 87,365               |
| 3 WebMD Magazine           | 59,203               |
| 4 Allrecipes               | 50,240               |
| 5 AARP                     | 48,124               |
| 6 Time                     | 42,266               |
| 7 Better Homes and Gardens | 40,325               |
| 8 Good Housekeeping        | 38,197               |
| 9 Cosmopolitan             | 37,596               |
| 10 National Geographic     | 36,910               |


## Top 10 Magazine Brands — Average Monthly Audience % Growth – August (2018 vs. 2017)




| MAGAZINE BRAND          | AUDIENCE |
|-------------------------|----------|
| 1 Motorcyclist          | 107%     |
| 2 Men's Journal         | 90%      |
| 3 AFAR                  | 38%      |
| 4 This Old House        | 17%      |
| 5 Harper's Bazaar       | 15%      |
| 6 HGTV Magazine         | 11%      |
| 7 Car Craft             | 9%       |
| 8 O, The Oprah Magazine | 8%       |
| 9 Outside               | 7%       |
| 10 Fast Company         | 7%       |




| MAGAZINE BRAND         | UNIQUE VISITORS |
|------------------------|-----------------|
| 1 Saveur               | 205%            |
| 2 Men's Journal        | 146%            |
| 3 Town & Country       | 83%             |
| 4 In-Fisherman         | 61%             |
| 5 W                    | 53%             |
| 6 Bon Appétit          | 32%             |
| 7 Harper's Bazaar      | 29%             |
| 8 The New Yorker       | 29%             |
| 9 Golf Digest          | 29%             |
| 10 Condé Nast Traveler | 27%             |



| MAGAZINE BRAND         | UNIQUE VISITORS |
|------------------------|-----------------|
| 1 Discover             | 1584%           |
| 2 Men's Journal        | 278%            |
| 3 Departures           | 235%            |
| 4 domino               | 204%            |
| 5 Town & Country       | 187%            |
| 6 The New Yorker       | 186%            |
| 7 Money                | 144%            |
| 8 The Family Handyman  | 135%            |
| 9 Harper's Bazaar      | 115%            |
| 10 Condé Nast Traveler | 110%            |



| MAGAZINE BRAND         | UNIQUE VIEWERS |
|------------------------|----------------|
| 1 Popular Mechanics    | 1,933%         |
| 2 Redbook              | 698%           |
| 3 The New Yorker       | 462%           |
| 4 Bon Appétit          | 353%           |
| 5 Good Housekeeping    | 314%           |
| 6 Esquire              | 235%           |
| 7 Brides               | 203%           |
| 8 Cosmopolitan         | 185%           |
| 9 Architectural Digest | 154%           |
| 10 Glamour             | 137%           |



Total Brand Audience

| MAGAZINE BRAND        | TOTAL BRAND AUDIENCE |
|-----------------------|----------------------|
| 1 Men's Journal       | 143%                 |
| 2 Motorcyclist        | 90%                  |
| 3 domino              | 87%                  |
| 4 The New Yorker      | 80%                  |
| 5 Harper's Bazaar     | 76%                  |
| 6 Saveur              | 68%                  |
| 7 Bon Appétit         | 64%                  |
| 8 Town & Country      | 57%                  |
| 9 Condé Nast Traveler | 41%                  |
| 10 AFAR               | 41%                  |

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.