


# MAGAZINE MEDIA 360°

Brand Audience Report

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



MAGAZINE BRAND	AUDIENCE
1 People	42,448
2 AARP	37,501
3 Better Homes and Gardens	36,951
4 National Geographic	30,764
5 Good Housekeeping	19,468
6 Reader's Digest	19,128
7 Sports Illustrated	18,599
8 Time	18,399
9 Cosmopolitan	17,133
10 Woman's Day	16,531




MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	18,950
2 Forbes	16,733
3 WebMD Magazine	13,655
4 Allrecipes	11,793
5 Time	6,767
6 The Atlantic	6,404
7 People	5,794
8 Better Homes and Gardens	5,171
9 New York Magazine	5,163
10 Entertainment Weekly	4,513



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	40,627
2 Forbes	37,501
3 WebMD Magazine	32,486
4 Allrecipes	31,909
5 People	28,371
6 Time	19,429
7 New York Magazine	16,255
8 The Atlantic	15,530
9 Entertainment Weekly	14,540
10 Cosmopolitan	12,099




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	8,963
2 GQ	4,191
3 People	4,037
4 Vanity Fair	3,626
5 Time	3,580
6 Marie Claire	3,480
7 Forbes	3,431
8 Allure	2,855
9 Entertainment Weekly	2,567
10 Sports Illustrated	2,530




Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	83,214
2 People	80,649
3 Forbes	65,441
4 WebMD Magazine	56,498
5 Allrecipes	52,881
6 Time	48,175
7 Better Homes and Gardens	47,120
8 AARP	44,056
9 National Geographic	39,721
10 Sports Illustrated	34,901


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




MAGAZINE BRAND	AUDIENCE
1 Autoweek	39%
2 In-Fisherman	33%
3 4 Wheel & Off Road	27%
4 Wired	26%
5 Entrepreneur	21%
6 Street Rodder	20%
7 Elle Decor	20%
8 House Beautiful	20%
9 Diabetic Living	20%
10 Allure	19%




MAGAZINE BRAND	UNIQUE VISITORS
1 NYLON	261%
2 Yoga Journal	184%
3 Soap Opera Digest	79%
4 Teen Vogue	67%
5 Shape	56%
6 Dirt Rider	56%
7 Travel + Leisure	53%
8 Better Homes and Gardens	53%
9 Family Circle	51%
10 Cycle World	48%



MAGAZINE BRAND	UNIQUE VISITORS
1 Teen Vogue	258%
2 Siempre Mujer	223%
3 Veranda	192%
4 W	91%
5 Dirt Rider	87%
6 Autoweek	65%
7 Vanity Fair	63%
8 Travel + Leisure	63%
9 Allure	60%
10 Flying	55%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Condé Nast Traveler	2,239%
2 Elle	2,219%
3 Marie Claire	2,154%
4 Harper's Bazaar	1,509%
5 Esquire	1,110%
6 Self	871%
7 Allure	776%
8 Country Living	504%
9 Shape	488%
10 Redbook	481%



Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Teen Vogue	91%
2 Town & Country	56%
3 Allure	56%
4 Marie Claire	47%
5 Condé Nast Traveler	42%
6 Autoweek	40%
7 Elle	34%
8 Travel + Leisure	34%
9 Vanity Fair	33%
10 The Atlantic	30%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA. **Web (Desktop/Laptop):** comScore Media Metrix®; February 2017 and February 2016; U.S. **Mobile Web:** comScore Mobile Metrix; February 2017 and February 2016; U.S. **Video:** comScore Video Metrix; February 2017 and February 2016; U.S.