

# MAGAZINE MEDIA 360°

Brand Audience Report

## Top 10 Magazine Brands — Average Monthly Audience (000) – January 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	42,448	1 ESPN The Magazine	23,051	1 ESPN The Magazine	49,348	1 ESPN The Magazine	11,179	1 ESPN The Magazine	98,252
2 AARP	37,501	2 Forbes	17,917	2 Forbes	38,878	2 Vanity Fair	5,011	2 People	79,293
3 Better Homes and Gardens	36,951	3 WebMD Magazine	14,966	3 Allrecipes	37,457	3 People	4,796	3 Forbes	68,521
4 National Geographic	30,764	4 Allrecipes	14,081	4 WebMD Magazine	34,789	4 Forbes	3,950	4 Allrecipes	61,009
5 Good Housekeeping	19,468	5 Time	7,343	5 Time	27,019	5 Marie Claire	3,813	5 WebMD Magazine	60,137
6 Reader's Digest	19,128	6 People	6,337	6 People	25,712	6 Time	3,811	6 Time	56,572
7 Sports Illustrated	18,599	7 New York Magazine	6,312	7 New York Magazine	20,163	7 Glamour	3,403	7 Better Homes and Gardens	47,583
8 Time	18,399	8 The Atlantic	6,178	8 The Atlantic	15,953	8 Elle	3,244	8 AARP	45,205
9 Cosmopolitan	17,133	9 Better Homes and Gardens	5,581	9 Entertainment Weekly	15,461	9 GQ	2,875	9 National Geographic	41,115
10 Woman's Day	16,531	10 Entertainment Weekly	4,738	10 Cosmopolitan	12,570	10 Wired	2,662	10 Sports Illustrated	35,969

## Top 10 Magazine Brands — Average Monthly Audience % Growth – January 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 Autoweek	39%	1 W	413%	1 Ski	232%	1 Marie Claire	6057%	1 Marie Claire	76%
2 In-Fisherman	33%	2 Yoga Journal	229%	2 Yoga Journal	162%	2 Country Living	4704%	2 Elle Decor	73%
3 4 Wheel & Off Road	27%	3 Teen Vogue	107%	3 Teen Vogue	145%	3 Elle	3969%	3 Teen Vogue	61%
4 Wired	26%	4 Reader's Digest	79%	4 Autoweek	117%	4 Harper's Bazaar	3751%	4 W	55%
5 Entrepreneur	21%	5 Automobile	73%	5 Smithsonian	89%	5 Redbook	1113%	5 Autoweek	54%
6 Street Rodder	20%	6 Travel + Leisure	71%	6 Dirt Rider	82%	6 Smithsonian	867%	6 Vanity Fair	42%
7 Elle Decor	20%	7 The Family Handyman	69%	7 GQ	75%	7 Brides	859%	7 Elle	42%
8 House Beautiful	20%	8 Motor Trend	67%	8 W	72%	8 Allure	513%	8 New York Magazine	40%
9 Diabetic Living	20%	9 Shape	58%	9 Vanity Fair	65%	9 Parents	512%	9 Allure	39%
10 Allure	19%	10 Family Circle	56%	10 New York Magazine	62%	10 Glamour	322%	10 GQ	38%

### 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®; January 2017 and January 2016; U.S. **Mobile Web:** comScore Mobile Metrix; January 2017 and January 2016; U.S. **Video:** comScore Video Metrix; January 2017 and January 2016; U.S.