


MAGAZINE MEDIA 360°

Brand Audience Report


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




MAGAZINE BRAND	AUDIENCE
1 People	39,141
2 AARP	38,557
3 Better Homes and Gardens	36,324
4 National Geographic	32,225
5 Good Housekeeping	19,451
6 Time	18,337
7 Reader's Digest	18,133
8 Sports Illustrated	17,643
9 ESPN The Magazine	17,459
10 Cosmopolitan	16,158



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	24,437
2 WebMD Magazine	13,490
3 Allrecipes	10,898
4 People	8,176
5 Time	7,241
6 The Atlantic	6,809
7 New York Magazine	6,741
8 Better Homes and Gardens	4,874
9 Sports Illustrated	4,644
10 Entertainment Weekly	4,440



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	45,066
2 WebMD Magazine	39,168
3 Allrecipes	33,513
4 People	33,099
5 New York Magazine	20,222
6 Time	18,547
7 Us Weekly	17,798
8 Entertainment Weekly	16,116
9 Sports Illustrated	15,437
10 The Atlantic	13,915




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	12,940
2 Entrepreneur	9,484
3 Vanity Fair	5,414
4 People	4,418
5 Wired	4,192
6 Bon Appétit/Epicurious	4,061
7 Time	3,664
8 GQ	3,562
9 Allure	2,566
10 Vogue	2,500




Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	99,902
2 People	84,833
3 WebMD Magazine	64,772
4 Allrecipes	53,375
5 AARP	49,081
6 Time	47,788
7 Better Homes and Gardens	46,079
8 National Geographic	40,583
9 Sports Illustrated	40,054
10 Good Housekeeping	31,897

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




MAGAZINE BRAND	AUDIENCE
1 Motorcyclist	37%
2 FamilyFun	32%
3 New York Magazine	31%
4 Flying	23%
5 Outside	23%
6 Wired	20%
7 Popular Science	16%
8 This Old House	14%
9 Texas Monthly	14%
10 4 Wheel & Off Road	14%




MAGAZINE BRAND	UNIQUE VISITORS
1 Motorcyclist	349%
2 W	159%
3 Dirt Rider	138%
4 domino	135%
5 Traditional Home	109%
6 Fortune	83%
7 Popular Science	63%
8 Town & Country	59%
9 Discover	44%
10 Rachael Ray Every Day	43%



MAGAZINE BRAND	UNIQUE VISITORS
1 Yoga Journal	186%
2 W	173%
3 Town & Country	144%
4 Elle Decor	111%
5 Fortune	110%
6 Cycle World	84%
7 AARP	83%
8 Architectural Digest	81%
9 Harper's Bazaar	78%
10 The Family Handyman	75%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Entrepreneur	29,538%
2 Runner's World	975%
3 Prevention	657%
4 InStyle	521%
5 Women's Health	437%
6 Condé Nast Traveler	424%
7 Golf Digest	367%
8 Brides	273%
9 The New Yorker	215%
10 Men's Health	159%



Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Entrepreneur	114%
2 Fortune	63%
3 Town & Country	48%
4 W	48%
5 Motorcyclist	46%
6 Backpacker	32%
7 FamilyFun	31%
8 Popular Science	28%
9 Brides	26%
10 Taste of Home	21%

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.