


MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – March 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	24,214
2 Forbes	16,390
3 WebMD Magazine	15,407
4 Allrecipes	14,212
5 Time	7,001
6 People	5,906
7 The Atlantic	5,879
8 New York Magazine	5,327
9 Better Homes and Gardens	4,917
10 Fortune	4,408



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	46,634
2 WebMD Magazine	35,174
3 Forbes	33,070
4 Allrecipes	32,732
5 People	25,552
6 Time	16,730
7 New York Magazine	16,597
8 Cosmopolitan	12,522
9 Entertainment Weekly	11,906
10 The Atlantic	11,862




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	10,082
2 Vanity Fair	5,361
3 People	4,212
4 Condé Nast Traveler	3,505
5 Wired	3,368
6 Forbes	3,032
7 Allrecipes	2,930
8 Glamour	2,716
9 Time	2,600
10 Vogue	2,330




MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	95,604
2 People	78,118
3 WebMD Magazine	60,936
4 Forbes	60,268
5 Allrecipes	58,063
6 Better Homes and Gardens	47,620
7 Time	44,730
8 AARP	44,716
9 National Geographic	41,595
10 Cosmopolitan	32,775


Top 10 Magazine Brands — Average Monthly Audience % Growth – March 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 Dirt Rider	2,254%
2 Family Circle	169%
3 NYLON	147%
4 Popular Science	85%
5 Teen Vogue	79%
6 Yoga Journal	68%
7 Motorcyclist	49%
8 EatingWell	47%
9 Cycle World	40%
10 Backpacker	37%



MAGAZINE BRAND	UNIQUE VISITORS
1 Departures	122%
2 Teen Vogue	99%
3 Autoweek	81%
4 Smithsonian	65%
5 W	54%
6 Travel + Leisure	49%
7 Family Circle	48%
8 Elle	39%
9 New York Magazine	37%
10 Country Living	35%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Condé Nast Traveler	5,292%
2 Country Living	2,933%
3 Elle	1,822%
4 Good Housekeeping	920%
5 Brides	786%
6 Allure	653%
7 Harper's Bazaar	517%
8 Self	445%
9 Allrecipes	441%
10 Smithsonian	378%



MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Condé Nast Traveler	66%
2 Teen Vogue	53%
3 Autoweek	44%
4 Backpacker	37%
5 Dirt Rider	33%
6 Allure	32%
7 Town & Country	31%
8 Travel + Leisure	30%
9 Discover	29%
10 Vanity Fair	28%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and Fall 2015, 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®; March 2017 and March 2016; U.S. **Mobile Web:** comScore Mobile Metrix; March 2017 and March 2016; U.S. **Video:** comScore Video Metrix; March 2017 and March 2016; U.S.