

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – May 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	41,863	1 ESPN The Magazine	19,489	1 ESPN The Magazine	42,124	1 ESPN The Magazine	8,824	1 ESPN The Magazine	88,956
2 AARP	38,717	2 Forbes	16,296	2 Forbes	38,464	2 Forbes	5,415	2 People	78,043
3 Better Homes and Gardens	37,864	3 WebMD Magazine	13,993	3 WebMD Magazine	34,640	3 Vanity Fair	4,682	3 Forbes	67,429
4 National Geographic	32,312	4 Allrecipes	11,201	4 Allrecipes	28,379	4 People	3,774	4 WebMD Magazine	60,459
5 Good Housekeeping	19,869	5 The Atlantic	6,518	5 People	26,297	5 Time	3,065	5 Better Homes and Gardens	49,106
6 Reader's Digest	19,278	6 Time	6,184	6 The Atlantic	17,901	6 Vogue	2,989	6 Allrecipes	48,368
7 Time	18,824	7 People	6,109	7 New York Magazine	16,709	7 Bon Appétit/Epicurious	2,373	7 AARP	45,285
8 ESPN The Magazine	18,519	8 New York Magazine	5,066	8 Time	16,164	8 GQ	2,138	8 Time	44,237
9 Sports Illustrated	17,961	9 Better Homes and Gardens	4,973	9 Entertainment Weekly	13,000	9 Entertainment Weekly	2,094	9 National Geographic	43,140
10 Southern Living	17,007	10 National Geographic	4,351	10 Cosmopolitan	11,014	10 Sports Illustrated	2,074	10 Sports Illustrated	32,614

Top 10 Magazine Brands — Average Monthly Audience % Growth – May 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 Veranda	43%	1 NYLON	1,057%	1 Money	175%	1 Brides	2,112%	1 W	126%
2 Texas Monthly	40%	2 W	599%	2 Backpacker	157%	2 W	1,761%	2 NYLON	67%
3 Popular Science	38%	3 Family Circle	214%	3 Ser Padres	148%	3 Condé Nast Traveler	823%	3 Money	62%
4 Wired	31%	4 Flying	148%	4 W	148%	4 Teen Vogue	580%	4 The Atlantic	62%
5 Coastal Living	30%	5 Yoga Journal	142%	5 Teen Vogue	115%	5 Essence	548%	5 Teen Vogue	61%
6 Traditional Home	28%	6 Motorcyclist	141%	6 The Atlantic	96%	6 Allure	422%	6 Veranda	43%
7 Discover	26%	7 Popular Science	82%	7 Dirt Rider	86%	7 The New Yorker	400%	7 Popular Science	41%
8 The New Yorker	24%	8 Traditional Home	79%	8 The Economist	77%	8 Vanity Fair	381%	8 Vanity Fair	40%
9 Architectural Digest	23%	9 Town & Country	78%	9 Smithsonian	65%	9 Golf Magazine	261%	9 Town & Country	39%
10 Automobile	22%	10 Parents	45%	10 Town & Country	62%	10 Real Simple	203%	10 Texas Monthly	37%

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