


MAGAZINE MEDIA 360°

Brand Audience Report

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



MAGAZINE BRAND	AUDIENCE
1 People	39,141
2 AARP	38,557
3 Better Homes and Gardens	36,324
4 Natl. Geographic Magazine	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	26,958
2 Forbes	20,213
3 Allrecipes	13,622
4 WebMD Magazine	12,597
5 People	7,460
6 Time	6,890
7 The Atlantic	6,459
8 New York Magazine	5,776
9 Taste of Home	4,854
10 Sports Illustrated	4,748



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	64,059
2 Forbes	45,136
3 Allrecipes	41,343
4 WebMD Magazine	36,084
5 People	32,422
6 New York Magazine	19,594
7 Time	17,047
8 Us Weekly	16,375
9 Sports Illustrated	15,602
10 Entertainment Weekly	14,278




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	14,040
2 Forbes	8,581
3 Entrepreneur	5,998
4 People	4,155
5 Wired	3,941
6 Vanity Fair	3,654
7 GQ	3,242
8 Bon Appétit/Epicurious	3,075
9 Sports Illustrated	2,895
10 Time	2,578




Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	122,516
2 People	83,178
3 Forbes	81,332
4 Allrecipes	64,694
5 WebMD Magazine	60,820
6 AARP	48,960
7 Better Homes and Gardens	47,019
8 Time	44,852
9 Natl. Geographic Magazine	40,903
10 Sports Illustrated	40,888


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




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 Autoweek	14%
10 Texas Monthly	14%




MAGAZINE BRAND	UNIQUE VISITORS
1 Family Circle	213%
2 domino	91%
3 Diabetic Living	63%
4 W	62%
5 Backpacker	50%
6 Essence	45%
7 Elle Decor	41%
8 Popular Science	39%
9 Golf Digest	33%
10 Money	32%



MAGAZINE BRAND	UNIQUE VISITORS
1 Ski	218%
2 Soap Opera Digest	198%
3 Town & Country	168%
4 Yoga Journal	133%
5 Golf Digest	112%
6 W	112%
7 Autoweek	111%
8 Motor Trend	101%
9 Coastal Living	97%
10 Money	92%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Entrepreneur	5,403%
2 Prevention	450%
3 Good Housekeeping	448%
4 InStyle	343%
5 The New Yorker	298%
6 Esquire	278%
7 Food & Wine	276%
8 Southern Living	214%
9 Women's Health	167%
10 Vogue	155%



Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Entrepreneur	60%
2 W	54%
3 Town & Country	44%
4 Autoweek	37%
5 Motorcyclist	35%
6 Backpacker	35%
7 FamilyFun	31%
8 Money	31%
9 WebMD Magazine	29%
10 Outside	26%

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.