

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – October 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	26,362	1 ESPN The Magazine	66,585	1 ESPN The Magazine	14,785	1 ESPN The Magazine	126,251
2 AARP	38,717	2 Forbes	18,261	2 Forbes	39,559	2 Entrepreneur	8,737	2 People	84,100
3 Better Homes and Gardens	37,864	3 WebMD Magazine	13,501	3 WebMD Magazine	37,949	3 Forbes	5,650	3 Forbes	70,724
4 Natl. Geographic Magazine	32,312	4 Allrecipes	10,888	4 Allrecipes	33,937	4 People	4,211	4 WebMD Magazine	63,257
5 Good Housekeeping	19,869	5 People	7,200	5 People	30,826	5 Time	3,781	5 Allrecipes	53,961
6 Reader's Digest	19,278	6 The Atlantic	6,209	6 Time	17,103	6 Vanity Fair	3,647	6 AARP	50,034
7 Time	18,824	7 Time	6,092	7 New York Magazine	17,006	7 Sports Illustrated	3,538	7 Better Homes and Gardens	47,532
8 ESPN The Magazine	18,519	8 Sports Illustrated	5,383	8 Sports Illustrated	16,165	8 Wired	2,660	8 Time	45,800
9 Sports Illustrated	17,961	9 New York Magazine	5,126	9 Entertainment Weekly	15,496	9 Vogue	2,393	9 Sports Illustrated	43,047
10 Southern Living	17,007	10 Entertainment Weekly	4,871	10 Us Weekly	15,466	10 Entertainment Weekly	2,354	10 Natl. Geographic Magazine	41,687

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

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1 Veranda	43%	1 Family Circle	169%	1 Outside	238%	1 Entrepreneur	4,002%	1 Entrepreneur	81%
2 Texas Monthly	40%	2 Motorcyclist	88%	2 The Economist	167%	2 Good Housekeeping	980%	2 The Economist	51%
3 Popular Science	38%	3 Cycle World	73%	3 Money	131%	3 Food & Wine	654%	3 Money	50%
4 Wired	31%	4 Diabetic Living	66%	4 AARP	122%	4 Men's Fitness	647%	4 Outside	41%
5 Coastal Living	30%	5 W	60%	5 Outdoor Life	100%	5 Southern Living	469%	5 Veranda	39%
6 Traditional Home	28%	6 Flying	58%	6 Golf Digest	91%	6 Country Living	454%	6 Popular Science	39%
7 The New Yorker	24%	7 Money	41%	7 Yoga Journal	86%	7 Golf Digest	267%	7 Backpacker	33%
8 Flying	23%	8 Essence	38%	8 Sports Illustrated	80%	8 Health	170%	8 Coastal Living	29%
9 Architectural Digest	23%	9 Cooking Light	35%	9 Town & Country	78%	9 Real Simple	158%	9 Traditional Home	27%
10 Automobile	22%	10 Outside	32%	10 The Family Handyman	75%	10 The New Yorker	155%	10 Golf Digest	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.