


# MAGAZINE MEDIA 360°

Brand Audience Report

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



MAGAZINE BRAND	AUDIENCE
1 People	41,863
2 AARP	38,717
3 Better Homes and Gardens	37,864
4 Natl. Geographic Magazine	32,312
5 Good Housekeeping	19,869
6 Reader's Digest	19,278
7 Time	18,824
8 ESPN The Magazine	18,519
9 Sports Illustrated	17,961
10 Southern Living	17,007



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	26,184
2 Forbes	16,509
3 WebMD Magazine	12,311
4 Allrecipes	9,562
5 People	6,352
6 The Atlantic	5,937
7 Time	5,470
8 Sports Illustrated	4,710
9 New York Magazine	4,668
10 Entertainment Weekly	4,183



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	58,406
2 Forbes	35,915
3 WebMD Magazine	32,252
4 People	31,565
5 Allrecipes	28,801
6 Sports Illustrated	16,804
7 Entertainment Weekly	16,533
8 Time	15,754
9 New York Magazine	14,550
10 Us Weekly	13,715




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	14,753
2 Entrepreneur	8,510
3 Forbes	4,936
4 People	4,311
5 Time	3,581
6 Bon Appétit/Epicurious	3,284
7 Vanity Fair	3,190
8 Sports Illustrated	3,152
9 Wired	2,619
10 Golf Digest	2,359




Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	117,862
2 People	84,091
3 Forbes	64,614
4 WebMD Magazine	56,544
5 Allrecipes	47,312
6 Better Homes and Gardens	46,581
7 AARP	45,195
8 Time	43,629
9 Sports Illustrated	42,627
10 Natl. Geographic Magazine	39,394

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




MAGAZINE BRAND	AUDIENCE
1 Veranda	43%
2 Texas Monthly	40%
3 Popular Science	38%
4 Wired	31%
5 Coastal Living	30%
6 Traditional Home	28%
7 The New Yorker	24%
8 Flying	23%
9 Architectural Digest	23%
10 Automobile	22%




MAGAZINE BRAND	UNIQUE VISITORS
1 Family Circle	255%
2 domino	148%
3 Outside	74%
4 Allure	57%
5 Motorcyclist	53%
6 Yoga Journal	49%
7 Essence	49%
8 Elle Decor	43%
9 The Economist	40%
10 Backpacker	39%



MAGAZINE BRAND	UNIQUE VISITORS
1 Outside	439%
2 This Old House	99%
3 Yoga Journal	97%
4 Coastal Living	89%
5 Sports Illustrated	80%
6 EatingWell	70%
7 Entrepreneur	67%
8 Southern Living	66%
9 Money	64%
10 Departures	63%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Entrepreneur	4,848%
2 Good Housekeeping	1,612%
3 Condé Nast Traveler	1,341%
4 This Old House	1,100%
5 Food & Wine	656%
6 Golf Digest	621%
7 Architectural Digest	541%
8 Reader's Digest	409%
9 Money	345%
10 Brides	280%



Total Brand Audience

MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Entrepreneur	131%
2 Outside	54%
3 Veranda	35%
4 Coastal Living	35%
5 Golf Digest	34%
6 Money	28%
7 Traditional Home	27%
8 Popular Science	23%
9 Architectural Digest	23%
10 Southern Living	22%

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.