

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – Average YTD as of December 2016

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	40,624	1 ESPN The Magazine	23,520	1 ESPN The Magazine	51,402	1 ESPN The Magazine	8,959	1 ESPN The Magazine	101,360
2 Better Homes and Gardens	37,023	2 Forbes	18,179	2 Forbes	34,763	2 People	3,598	2 People	79,614
3 AARP	36,590	3 Allrecipes	12,701	3 Allrecipes	32,137	3 Bon Appétit/Epicurious	2,429	3 Forbes	61,464
4 National Geographic	29,853	4 People	7,886	4 People	27,507	4 Sports Illustrated	2,347	4 Allrecipes	53,734
5 Good Housekeeping	19,171	5 Time	7,411	5 Time	19,927	5 Time	2,311	5 Better Homes and Gardens	47,758
6 Sports Illustrated	18,688	6 The Atlantic	5,514	6 New York Magazine	14,485	6 Wired	1,977	6 Time	46,849
7 Reader's Digest	18,399	7 New York Magazine	5,230	7 Entertainment Weekly	13,880	7 Marie Claire	1,962	7 AARP	45,034
8 ESPN The Magazine	17,479	8 Sports Illustrated	4,879	8 Cosmopolitan	13,065	8 Vanity Fair	1,934	8 National Geographic	37,308
9 Time	17,200	9 Bon Appétit/Epicurious	4,852	9 The Atlantic	12,098	9 GQ	1,835	9 Sports Illustrated	35,204
10 Woman's Day	16,481	10 Entertainment Weekly	4,781	10 Bon Appétit/Epicurious	11,212	10 Glamour	1,728	10 Cosmopolitan	33,173

Top 10 Magazine Brands — Average Monthly Audience % Growth – Average YTD as of December 2016

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 Fit Pregnancy & Baby	15%	1 Popular Photography	169%	1 domino	215%	1 Marie Claire	5694%	1 domino	56%
2 4 Wheel & Off Road	14%	2 Soap Opera Digest	92%	2 Yoga Journal	199%	2 Elle	3714%	2 The New Yorker	44%
3 The Atlantic	13%	3 Yoga Journal	72%	3 Departures	189%	3 Country Living	1576%	3 Harper's Bazaar	41%
4 Game & Fish	13%	4 NYLON	69%	4 Architectural Digest	145%	4 Good Housekeeping	661%	4 W	39%
5 Diabetic Living	13%	5 domino	66%	5 Town & Country	139%	5 Cosmopolitan	639%	5 Esquire	38%
6 Petersen's Hunting	13%	6 Automobile	54%	6 Teen Vogue	132%	6 Woman's Day	531%	6 Marie Claire	34%
7 Popular Photography	13%	7 Reader's Digest	49%	7 W	129%	7 House Beautiful	406%	7 Condé Nast Traveler	31%
8 Good Housekeeping	12%	8 Motor Trend	48%	8 InStyle	122%	8 Condé Nast Traveler	344%	8 Country Living	30%
9 ESPN The Magazine	11%	9 The Family Handyman	47%	9 Country Living	110%	9 Esquire	335%	9 Forbes	30%
10 Vanity Fair	11%	10 Teen Vogue	44%	10 Condé Nast Traveler	105%	10 Seventeen	327%	10 Teen Vogue	29%

Sources:

Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015, Spring 2016 and Spring 2015; GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and Fall 2014; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and DB 2015; Survey of the American Consumer® Print+Digital DoubleBase 2015 and DB 2014; GfK MRI Accessed Prototype; or Fall 2016, Spring 2016, annual 2015 and 2014 Ipsos Affluent Survey USA.

Web (Desktop/Laptop): comScore Media Metrix® or Nielsen NetView; January 2016 - December 2016 and January 2015 - December 2015; U.S. **Mobile Web:** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; January 2016 - December 2016 and January 2015 - December 2015; U.S. **Video:** comScore Video Metrix or Nielsen VideoCensus; January 2016 - December 2016 and January 2015 - December 2015; U.S.