

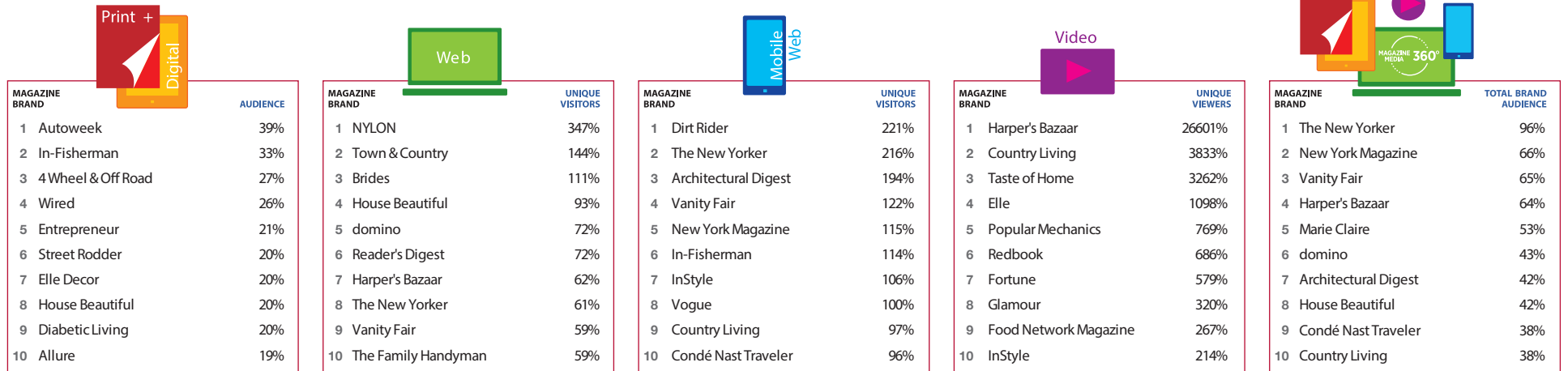
# MAGAZINE MEDIA 360°

Brand Audience Report

## Top 10 Magazine Brands — Average Monthly Audience (000) – November 2016



## Top 10 Magazine Brands — Average Monthly Audience % Growth – November 2016



**Sources:**

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