

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – September 2018




MAGAZINE BRAND	AUDIENCE
1 AARP	38,878
2 People	36,859
3 Better Homes and Gardens	33,016
4 National Geographic	31,680
5 Good Housekeeping	18,639
6 Reader's Digest	18,300
7 Time	17,967
8 Sports Illustrated	17,306
9 ESPN The Magazine	16,672
10 Southern Living	15,462



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	21,902
2 WebMD Magazine	11,910
3 Allrecipes	8,372
4 People	6,745
5 The Atlantic	5,920
6 New York Magazine	5,445
7 Time	5,036
8 The New Yorker	3,829
9 Taste of Home	3,818
10 Wired	3,279




MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	50,919
2 People	41,894
3 WebMD Magazine	35,420
4 Allrecipes	31,336
5 New York Magazine	22,527
6 Time	16,435
7 Cosmopolitan	16,289
8 Us Weekly	15,197
9 The Atlantic	14,875
10 Good Housekeeping	13,689




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	39,510
2 Vogue	10,333
3 Wired	10,242
4 Vanity Fair	9,774
5 GQ	8,848
6 Bon Appétit	7,696
7 The New Yorker	6,632
8 People	5,658
9 Glamour	5,212
10 Allure	4,545

Total Brand Audience




MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	129,004
2 People	91,156
3 WebMD Magazine	57,362
4 Allrecipes	50,476
5 AARP	46,979
6 Time	42,696
7 Better Homes and Gardens	40,699
8 Good Housekeeping	36,600
9 Cosmopolitan	36,433
10 Sports Illustrated	34,732


Top 10 Magazine Brands — Average Monthly Audience % Growth – September (2018 vs. 2017)




MAGAZINE BRAND	AUDIENCE
1 Motorcyclist	106.6%
2 Men's Journal	89.8%
3 Saveur	19.6%
4 This Old House	17.2%
5 AFAR	16.3%
6 Harper's Bazaar	14.6%
7 HGTV Magazine	11.2%
8 Car Craft	8.7%
9 O, The Oprah Magazine	7.9%
10 Outside	6.9%



MAGAZINE BRAND	UNIQUE VISITORS
1 Men's Journal	155.7%
2 Town & Country	142.0%
3 In-Fisherman	80.2%
4 Saveur	69.6%
5 Golf Digest	62.8%
6 AFAR	47.7%
7 Elle Decor	37.5%
8 Condé Nast Traveler	30.3%
9 Harper's Bazaar	28.1%
10 Architectural Digest	26.1%




MAGAZINE BRAND	UNIQUE VISITORS
1 Mother Earth News	284.9%
2 Men's Journal	281.7%
3 Departures	237.8%
4 Town & Country	226.4%
5 Architectural Digest	146.0%
6 Motorcyclist	144.0%
7 The Family Handyman	127.4%
8 Brides	111.3%
9 Condé Nast Traveler	93.9%
10 W	93.6%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Esquire	1704.5%
2 Popular Mechanics	896.9%
3 Elle	460.8%
4 The New Yorker	392.9%
5 The Atlantic	358.6%
6 Cosmopolitan	331.8%
7 Seventeen	323.3%
8 Brides	305.1%
9 Redbook	294.2%
10 Bon Appétit	246.5%

Total Brand Audience



MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Men's Journal	140.1%
2 Motorcyclist	99.3%
3 Town & Country	76.5%
4 The New Yorker	62.1%
5 Saveur	56.3%
6 Harper's Bazaar	51.6%
7 Brides	41.0%
8 AFAR	38.7%
9 New York Magazine	37.5%
10 Bon Appétit	34.5%

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.