

Magazine Brand	Publishing Company	CURRENT MONTH - August 2017 (000)					YEAR AGO - August 2016 (000)					August 2017 vs. August 2016 (% change)					YTD AVERAGE - as of August 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off Road	TEN	3,014	44	70	-	3,128	2,648	49	128	14	2,839	13.8%	-10.3%	-45.6%	-100.0%	10.2%	2,940	51	112	-	3,104	19.9%	-15.9%	-16.7%	-100.0%	16.4%
AARP	AARP Media	38,717	4,056	3,979	16	46,768	36,621	3,692	4,593	227	45,133	5.7%	9.9%	-13.4%	-93.0%	3.6%	38,109	3,684	3,350	23	45,166	4.8%	-2.4%	-28.4%	-84.6%	0.5%
Allrecipes	Meredith Corporation	7,833	10,067	29,389	1,048	48,337	7,645	11,340	30,785	1,578	51,348	2.5%	-11.2%	-4.5%	-33.6%	-5.9%	8,011	11,796	31,076	1,395	52,277	5.0%	-3.0%	2.8%	91.7%	3.0%
Allure	Condé Nast	5,563	1,327	3,908	1,666	12,464	5,717	804	4,037	391	10,948	-2.7%	65.1%	-3.2%	326.7%	13.8%	5,894	1,159	4,924	1,833	13,810	7.8%	8.3%	31.9%	452.7%	30.2%
Architectural Digest	Condé Nast	4,645	506	1,177	512	6,839	3,785	387	980	-	5,152	22.7%	30.8%	20.0%	+	32.7%	4,451	461	1,078	261	6,251	19.4%	6.4%	20.3%	25136.7%	23.6%
Automobile	TEN	3,693	211	208	-	4,112	3,037	213	175	-	3,425	21.6%	-0.9%	18.9%	-	20.1%	3,501	262	207	-	3,969	5.6%	-0.4%	-31.0%	-100.0%	1.1%
Autoweek	Crain Communications, Inc.	2,440	393	-	-	2,833	2,136	411	-	-	2,547	14.2%	-4.4%	-	-	11.2%	2,683	413	737	-	3,832	25.5%	8.3%	38.7%	-	25.6%
Backpacker	Active Interest Media	1,455	267	242	-	1,964	1,298	216	141	-	1,655	12.1%	23.6%	71.6%	-	18.7%	1,357	235	219	-	1,811	12.2%	32.0%	29.3%	-	16.3%
Better Homes and Gardens	Meredith Corporation	37,864	4,674	4,476	375	47,389	37,399	4,015	6,440	162	48,016	1.2%	16.4%	-30.5%	131.5%	-1.3%	37,408	4,736	4,976	500	47,619	1.2%	28.3%	-24.5%	138.9%	0.4%
Bicycling	Rodale Inc.	1,397	353	925	-	2,675	1,588	415	898	-	2,901	-12.0%	-14.9%	3.0%	-	-7.8%	1,513	382	879	-	2,774	-4.3%	0.2%	-1.2%	-	-2.7%
Bon Appétit/Epicurious	Condé Nast	7,252	2,581	7,006	2,234	19,072	6,581	4,550	12,078	2,040	25,249	10.2%	-43.3%	-42.0%	9.5%	-24.5%	7,066	3,694	9,783	2,330	22,874	6.3%	-23.3%	-9.1%	25.4%	-5.0%
Brides	Condé Nast	5,261	959	1,303	506	8,029	4,468	1,053	1,889	158	7,569	17.7%	-9.0%	-31.0%	219.8%	6.1%	5,091	912	1,410	619	8,032	9.5%	10.5%	-19.2%	545.0%	9.8%
Car and Driver	Hearst Magazines	9,507	2,176	4,929	-	16,613	8,514	2,748	5,460	126	16,848	11.7%	-20.8%	-9.7%	-100.0%	-1.4%	9,479	2,265	4,996	57	16,797	11.0%	-17.0%	2.5%	-54.7%	3.2%
Car Craft	TEN	2,139	40	41	4	2,224	1,991	47	73	8	2,118	7.4%	-14.4%	-43.5%	-47.8%	5.0%	2,166	44	49	6	2,265	12.4%	-15.6%	-42.2%	-69.9%	8.7%
Coastal Living	Time Inc.	4,986	228	793	-	6,007	3,831	253	645	-	4,729	30.1%	-10.0%	22.9%	-	27.0%	4,596	264	666	-	5,526	15.5%	1.1%	7.5%	-	13.7%
Condé Nast Traveler	Condé Nast	3,527	607	1,475	1,599	7,209	3,230	890	2,621	158	6,899	9.2%	-31.8%	-43.7%	909.9%	4.5%	3,452	897	2,968	1,392	8,709	5.4%	3.3%	14.3%	1349.6%	27.4%
Cooking Light	Time Inc.	9,839	914	1,810	169	12,731	10,987	1,026	2,977	-	14,991	-10.4%	-10.9%	-39.2%	+	-15.1%	10,209	868	1,989	68	13,134	-7.1%	-43.1%	-45.5%	256.9%	-18.9%
Cosmopolitan	Hearst Magazines	16,631	2,261	14,237	1,088	34,217	16,117	3,448	14,566	730	34,861	3.2%	-34.4%	-2.3%	49.0%	-1.8%	16,882	2,417	12,312	1,001	32,612	8.3%	-22.9%	-7.9%	34.3%	-0.7%
Country Living	Hearst Magazines	12,155	2,897	9,273	1,227	25,551	11,685	2,540	9,327	-	23,552	4.0%	14.1%	-0.6%	+	8.5%	11,906	2,633	8,618	1,076	24,233	1.3%	8.0%	21.3%	2271.3%	13.6%
Cycle World	Bonnier Corporation	1,542	243	426	-	2,211	2,045	208	441	-	2,694	-24.6%	16.8%	-3.4%	-	-17.9%	1,747	231	370	-	2,348	-12.1%	24.0%	9.9%	-	-6.5%
Departures	Time Inc.	6,436	-	55	-	6,491	6,094	180	66	-	6,340	5.6%	-100.0%	-15.7%	-	2.4%	6,436	34	49	-	6,519	5.6%	-74.0%	22.5%	-	4.1%
Diabetic Living	Meredith Corporation	6,633	145	294	-	7,072	6,685	113	194	-	6,992	-0.8%	28.3%	51.5%	-	1.1%	6,672	128	268	-	7,068	11.2%	-19.6%	2.9%	-	10.1%
Dirt Rider	Bonnier Corporation	1,363	88	90	-	1,541	1,346	60	85	-	1,491	1.3%	46.7%	5.9%	-	3.4%	1,352	135	118	-	1,605	-3.5%	139.6%	50.6%	-	4.5%
Discover	Kalmbach Publishing Co.	2,437	165	38	-	2,640	1,940	231	455	-	2,626	25.6%	-28.6%	-91.6%	-	0.5%	2,276	186	180	-	2,642	17.3%	-11.6%	1.2%	-	13.5%
domino	Domino Media Group, Inc.	1,140	251	1,106	-	2,497	1,060	134	284	-	1,478	7.5%	87.5%	290.1%	-	69.0%	1,140	152	816	-	2,108	7.5%	21.7%	-16.5%	-	-2.5%
EatingWell	Meredith Corporation	6,560	6,043	2,108	66	14,777	6,110	1,034	1,479	35	8,658	7.4%	484.4%	42.5%	88.6%	70.7%	6,310	2,182	2,517	78	11,087	2.8%	60.1%	-1.9%	1691.4%	10.1%
Elle	Hearst Magazines	4,662	1,742	6,439	935	13,779	5,656	2,365	5,824	893	14,738	-17.6%	-26.3%	10.6%	4.7%	-6.5%	5,069	1,884	6,255	1,154	14,361	-6.1%	-8.2%	31.6%	456.9%	15.7%
Elle Decor	Hearst Magazines	2,191	365	914	192	3,663	1,940	268	716	-	2,924	12.9%	36.3%	27.7%	+	25.3%	2,125	355	783	381	3,644	16.3%	-0.7%	18.7%	6443.3%	27.8%
Entertainment Weekly	Time Inc.	10,168	4,026	14,317	2,442	30,953	9,130	4,333	13,780	1,643	28,886	11.4%	-7.1%	3.9%	48.6%	7.2%	10,049	3,738	13,260	2,143	29,189	14.1%	-24.1%	-5.8%	26.8%	-1.1%
Entrepreneur	Entrepreneur Media	3,032	1,765	2,590	10,254	17,641	2,564	3,690	2,582	101	8,937	18.3%	-52.2%	0.3%	10052.5%	97.4%	3,047	3,075	2,698	3,582	12,402	19.7%	-22.3%	-21.3%	822.1%	20.2%
ESPN The Magazine	ESPN, Inc.	18,519	21,787	48,547	11,601	100,454	17,842	22,907	51,511	10,076	102,336	3.8%	-4.9%	-5.8%	15.1%	-1.8%	17,062	20,759	45,472	9,841	93,134	4.1%	-3.7%	-5.0%	-18.2%	-4.8%

Magazine Brand	Publishing Company	CURRENT MONTH - August 2017 (000)					YEAR AGO - August 2016 (000)					August 2017 vs. August 2016 (% change)					YTD AVERAGE - as of August 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
Esquire	Hearst Magazines	3,471	2,081	6,362	255	12,169	2,930	3,465	6,686	2,318	15,398	18.5%	-39.9%	-4.8%	-89.0%	-21.0%	3,394	1,848	5,453	286	10,981	13.9%	-46.6%	-2.2%	-71.9%	-15.7%
Essence	Time Inc.	6,832	747	2,970	134	10,683	6,660	542	4,821	48	12,071	2.6%	37.8%	-38.4%	177.8%	-11.5%	6,729	715	3,136	162	10,742	-2.0%	-8.2%	-16.8%	128.4%	-6.5%
Family Circle	Meredith Corporation	14,566	494	168	-	15,228	15,943	161	159	-	16,263	-8.6%	206.8%	5.7%	-	-6.4%	15,151	354	198	-	15,703	-4.9%	159.7%	17.4%	-	-3.3%
FamilyFun	Meredith Corporation	4,407	25	73	2	4,507	4,066	24	91	1	4,182	8.4%	4.2%	-19.8%	36.4%	7.8%	4,036	9	30	1	4,076	-1.8%	8.4%	-7.9%	119.3%	-1.8%
Fast Company	Mansueto Ventures	2,103	2,293	3,676	49	8,121	2,175	2,524	5,814	266	10,779	-3.3%	-9.2%	-36.8%	-81.6%	-24.7%	2,166	2,135	3,717	33	8,050	-1.8%	-20.2%	-28.9%	-87.5%	-22.4%
Field & Stream	Bonnier Corporation	9,658	420	1,455	43	11,576	8,464	479	1,331	79	10,353	14.1%	-12.3%	9.3%	-45.6%	11.8%	9,475	422	1,364	25	11,285	14.5%	-17.3%	8.0%	-28.8%	11.9%
Fit Pregnancy & Baby	Meredith Corporation	7,000	229	1,638	-	8,867	7,000	299	1,806	-	9,105	0.0%	-23.4%	-9.3%	-	-2.6%	7,000	265	1,849	-	9,114	0.0%	-14.8%	8.3%	-	1.1%
Flying	Bonnier Corporation	1,041	129	218	-	1,388	846	210	180	-	1,236	23.0%	-38.6%	21.1%	-	12.3%	919	129	191	-	1,239	-3.3%	3.5%	36.8%	-	2.0%
Food & Wine	Time Inc.	8,291	1,306	4,319	145	14,061	7,682	1,775	5,481	65	15,003	7.9%	-26.4%	-21.2%	124.9%	-6.3%	8,221	1,329	3,679	176	13,405	9.6%	-10.0%	-20.1%	241.7%	-1.6%
Food Network Magazine	Hearst Magazines	13,369	814	2,592	167	16,943	13,506	1,168	3,309	73	18,055	-1.0%	-30.3%	-21.7%	129.6%	-6.2%	13,622	902	2,902	131	17,556	3.8%	-31.8%	-11.6%	32.3%	-1.5%
Forbes	Forbes Media	7,254	16,873	41,700	5,797	71,624	7,606	17,230	38,485	2,144	65,465	-4.6%	-2.1%	8.4%	170.4%	9.4%	7,515	16,204	37,970	4,382	66,071	4.8%	-13.8%	16.1%	116.6%	8.9%
Fortune	Time Inc.	3,899	3,249	8,629	1,564	17,341	3,442	3,948	7,283	899	15,572	13.3%	-17.7%	18.5%	74.0%	11.4%	3,784	3,175	7,103	1,201	15,263	12.3%	-34.5%	-0.1%	35.0%	-5.9%
Game & Fish	Outdoor Sportsman Group	6,237	107	314	-	6,658	6,423	125	343	-	6,891	-2.9%	-14.4%	-8.5%	-	-3.4%	6,386	124	324	-	6,834	5.5%	-10.4%	14.1%	-	5.6%
Glamour	Condé Nast	10,195	1,305	5,725	1,483	18,708	10,006	1,884	5,624	1,217	18,732	1.9%	-30.8%	1.8%	21.9%	-0.1%	10,340	1,458	5,845	1,932	19,575	3.9%	-23.5%	1.5%	82.0%	4.8%
Golf Digest	Condé Nast	4,907	640	2,503	2,234	10,284	4,885	737	1,936	845	8,404	0.5%	-13.3%	29.3%	164.3%	22.4%	5,019	699	2,224	1,014	8,956	6.9%	6.1%	27.9%	27.0%	13.5%
Golf Magazine	Time Inc.	4,525	1,288	1,907	387	8,107	4,666	600	1,265	222	6,753	-3.0%	114.7%	50.8%	74.1%	20.1%	4,695	826	1,606	303	7,430	6.6%	11.1%	7.8%	35.5%	8.3%
Good Housekeeping	Hearst Magazines	19,869	2,645	8,027	422	30,962	19,632	3,672	6,988	245	30,537	1.2%	-28.0%	14.9%	71.8%	1.4%	19,669	2,951	7,551	300	30,471	3.6%	-23.8%	23.3%	70.1%	4.5%
GQ	Condé Nast	6,415	1,264	4,182	2,757	14,617	6,058	1,485	5,064	1,035	13,642	5.9%	-14.9%	-17.4%	166.3%	7.1%	6,416	1,650	6,536	2,638	17,241	6.1%	-17.5%	23.9%	75.5%	16.3%
Guns & Ammo	Outdoor Sportsman Group	11,302	160	316	-	11,778	10,139	264	486	-	10,889	11.5%	-39.4%	-35.0%	-	8.2%	11,204	189	367	-	11,760	12.8%	-42.2%	-31.4%	-	9.0%
Harper's Bazaar	Hearst Magazines	2,679	1,044	4,486	851	9,060	3,356	1,778	3,478	2,159	10,772	-20.2%	-41.3%	29.0%	-60.6%	-15.9%	2,876	1,130	3,975	1,449	9,430	-11.0%	-36.5%	7.8%	207.8%	2.8%
Health	Time Inc.	9,507	1,602	5,230	186	16,525	8,123	2,128	6,962	106	17,318	17.0%	-24.7%	-24.9%	75.6%	-4.6%	9,213	1,815	5,807	196	17,031	13.9%	-28.2%	-19.6%	87.8%	-5.1%
HGTV Magazine	Hearst Magazines	9,847	163	295	31	10,335	9,029	171	292	25	9,516	9.1%	-5.0%	1.0%	26.4%	8.6%	9,651	169	341	29	10,190	11.0%	-9.7%	-2.2%	-17.3%	10.0%
Hot Rod	TEN	5,485	152	157	15	5,809	5,482	178	277	29	5,966	0.1%	-14.4%	-43.5%	-47.8%	-2.6%	5,529	169	188	23	5,908	-0.1%	-15.6%	-42.2%	-69.9%	-3.7%
House Beautiful	Hearst Magazines	6,022	757	2,556	210	9,546	5,793	1,592	2,709	-	10,094	4.0%	-52.4%	-5.6%	+	-5.4%	6,051	901	1,985	83	9,020	11.4%	-27.6%	-4.7%	+	3.0%
In-Fisherman	Outdoor Sportsman Group	4,069	36	-	-	4,105	3,377	35	83	-	3,495	20.5%	2.9%	-100.0%	-	17.5%	4,027	34	16	-	4,077	26.5%	-17.5%	-85.7%	-	22.3%
InStyle	Time Inc.	8,454	1,330	3,209	179	13,172	8,990	1,774	5,467	150	16,381	-6.0%	-25.0%	-41.3%	18.9%	-19.6%	8,751	1,316	3,224	176	13,467	1.4%	-22.0%	-31.1%	493.1%	-10.4%
Kraft Food & Family	Meredith Corporation	2,250	1,649	4,245	69	8,213	2,250	1,877	4,388	80	8,595	0.0%	-12.1%	-3.3%	-13.8%	-4.4%	2,250	1,727	4,681	73	8,731	0.0%	-12.1%	0.4%	-35.4%	-2.9%
Marie Claire	Hearst Magazines	3,091	1,340	5,155	946	10,532	3,245	1,538	3,505	4,471	12,758	-4.7%	-12.8%	47.1%	-78.8%	-17.4%	3,226	1,177	3,469	2,059	9,932	4.6%	-15.1%	13.3%	158.3%	19.2%
Martha Stewart Living	Meredith Corporation	8,257	2,113	4,690	482	15,542	8,365	2,014	4,957	486	15,822	-1.3%	4.9%	-5.4%	-0.8%	-1.8%	8,388	2,348	4,951	639	16,325	3.6%	-14.5%	-24.0%	16.1%	-8.8%
Men's Fitness	American Media, Inc.	7,443	1,039	3,033	265	11,780	7,406	1,341	3,820	294	12,862	0.5%	-22.5%	-20.6%	-9.9%	-8.4%	7,563	1,169	3,279	97	12,108	4.2%	-16.0%	-8.0%	-69.8%	-3.4%
Men's Health	Rodale Inc.	13,798	1,441	6,154	-	21,393	12,862	1,446	4,909	-	19,217	7.3%	-0.3%	25.4%	-	11.3%	13,687	1,448	5,665	-	20,799	9.0%	-5.4%	13.9%	-	9.1%
Men's Journal	American Media, Inc.	2,798	388	1,032	-	4,218	2,887	613	1,774	75	5,349	-3.1%	-36.7%	-41.8%	-100.0%	-21.1%	2,751	498	1,355	-	4,603	-0.2%	-10.2%	5.2%	-100.0%	-0.4%
Midwest Living	Meredith Corporation	2,939	269	569	-	3,777	3,531	361	810	10	4,712	-16.8%	-25.5%	-29.8%	-100.0%	-19.8%	3,093	303	564	-	3,960	-13.6%	-8.9%	-20.6%	-100.0%	-14.3%
Money	Time Inc.	6,166	1,542	2,347	79	10,133	5,345	1,899	3,365	85	10,694	15.4%	-18.8%	-30.3%	-7.4%	-5.2%	6,072	1,488	3,445	21	11,027	9.7%	-12.7%	18.1%	-13.6%	8.3%

Magazine Brand	Publishing Company	CURRENT MONTH - August 2017 (000)					YEAR AGO - August 2016 (000)					August 2017 vs. August 2016 (% change)					YTD AVERAGE - as of August 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
Mother Earth News	Ogden Publications	2,766	358	1,106	-	4,230	2,695	538	960	-	4,193	2.6%	-33.5%	15.2%	-	0.9%	2,734	356	772	-	3,862	1.9%	-37.7%	-37.2%	-100.0%	-14.0%
Motor Trend	TEN	7,162	1,401	1,681	671	10,915	6,598	1,092	1,400	994	10,084	8.5%	28.3%	20.1%	-32.5%	8.2%	7,042	1,390	1,585	816	10,833	2.5%	28.2%	26.3%	-36.3%	3.3%
Motorcyclist	Bonnier Corporation	1,378	134	158	-	1,670	1,542	128	201	-	1,871	-10.6%	4.7%	-21.4%	-	-10.7%	1,393	94	145	-	1,633	-11.7%	2.4%	8.4%	-	-9.5%
Muscle & Fitness	American Media, Inc.	6,330	507	1,628	110	8,574	6,536	687	1,799	225	9,247	-3.2%	-26.3%	-9.5%	-51.1%	-7.3%	6,384	589	1,975	54	9,002	-3.7%	-19.4%	-19.0%	-71.4%	-9.9%
National Enquirer	American Media, Inc.	6,578	229	472	-	7,279	6,225	308	571	-	7,104	5.7%	-25.8%	-17.3%	-	2.5%	6,772	220	487	-	7,479	10.9%	-52.0%	-44.2%	-100.0%	-1.4%
National Geographic	National Geographic Partners	32,312	2,828	5,231	86	40,456	29,825	3,144	5,644	201	38,814	8.3%	-10.1%	-7.3%	-57.2%	4.2%	31,538	3,621	5,505	287	40,951	6.4%	-6.5%	3.6%	-23.9%	4.5%
National Geographic Kids	National Geographic Partners	6,858	217	401	7	7,482	6,745	241	433	15	7,434	1.7%	-10.1%	-7.3%	-57.2%	0.6%	6,925	276	420	22	7,643	3.8%	-6.6%	3.6%	-24.1%	3.2%
National Geographic Traveler	National Geographic Partners	11,922	290	537	9	12,758	10,046	323	579	21	10,968	18.7%	-10.1%	-7.3%	-57.2%	16.3%	11,529	370	563	29	12,490	18.5%	-6.5%	3.6%	-24.1%	16.7%
New York Magazine	New York Media	3,002	5,014	16,090	334	24,440	2,604	4,680	16,247	356	23,887	15.3%	7.1%	-1.0%	-6.2%	2.3%	2,758	5,107	16,291	426	24,582	6.4%	3.6%	25.3%	-4.3%	17.2%
O, The Oprah Magazine	Hearst Magazines	9,635	815	1,241	937	12,628	10,515	709	1,154	1,195	13,573	-8.4%	14.9%	7.6%	-21.6%	-7.0%	9,591	764	1,310	1,015	12,680	-8.7%	2.5%	-9.0%	-27.7%	-10.0%
OK! Magazine	American Media, Inc.	4,708	289	2,205	-	7,202	4,641	2,309	4,070	485	11,504	1.4%	-87.5%	-45.8%	-100.0%	-37.4%	4,824	480	2,025	9	7,338	5.9%	-81.2%	-49.4%	-99.1%	-39.5%
Outdoor Life	Bonnier Corporation	5,908	318	1,000	-	7,226	6,028	268	655	-	6,951	-2.0%	18.7%	52.7%	-	4.0%	5,942	284	751	-	6,976	3.3%	-4.0%	4.5%	-	3.1%
Outside	Mariah Media	2,513	554	1,369	-	4,436	2,531	496	1,088	-	4,115	-0.7%	11.7%	25.8%	-	7.8%	2,402	644	1,548	-	4,593	-6.7%	-1.5%	-6.4%	-	-5.9%
Parents	Meredith Corporation	12,193	1,638	5,358	138	19,327	11,948	1,468	6,510	35	19,961	2.1%	11.6%	-17.7%	294.3%	-3.2%	12,130	1,688	6,163	165	20,147	-2.0%	7.1%	-4.8%	285.1%	-1.6%
People	Time Inc.	41,863	6,190	26,167	3,767	77,988	40,812	8,373	32,974	4,241	86,400	2.6%	-26.1%	-20.6%	-11.2%	-9.7%	42,156	5,932	25,891	3,989	77,968	5.1%	-30.1%	-7.8%	19.6%	-2.6%
People en Español	Time Inc.	6,821	93	906	36	7,856	7,144	122	1,082	43	8,391	-4.5%	-23.7%	-16.3%	-16.8%	-6.4%	6,936	106	877	38	7,956	-0.5%	-18.6%	-21.2%	599.4%	-3.2%
Petersen's Hunting	Outdoor Sportsman Group	4,361	12	54	-	4,427	4,719	-	62	-	4,781	-7.6%	+	-12.9%	-	-7.4%	4,398	8	44	-	4,450	-5.5%	+	-19.0%	-	-5.5%
Playboy	Playboy Enterprises Inc.	3,389	429	2,761	119	6,699	3,913	791	2,462	446	7,611	-13.4%	-45.7%	12.2%	-73.2%	-12.0%	3,533	501	2,416	186	6,636	-8.3%	-33.7%	-39.2%	-56.4%	-26.4%
Popular Mechanics	Hearst Magazines	7,680	1,835	4,370	39	13,924	7,347	3,010	4,420	352	15,129	4.5%	-39.0%	-1.1%	-89.0%	-8.0%	7,441	2,014	3,811	71	13,337	-2.2%	-26.4%	12.1%	28.6%	-3.3%
Popular Science	Bonnier Corporation	9,072	1,033	2,222	87	12,414	6,568	799	1,925	54	9,346	38.1%	29.3%	15.4%	61.1%	32.8%	8,319	1,141	1,687	63	11,210	23.9%	38.4%	10.2%	17.9%	22.9%
Prevention	Rodale Inc.	6,672	1,892	5,411	-	13,975	7,133	1,679	5,774	-	14,586	-6.5%	12.7%	-6.3%	-	-4.2%	6,671	1,911	5,241	-	13,823	-6.1%	9.1%	-7.1%	-	-4.7%
Rachael Ray Every Day	Meredith Corporation	5,645	163	353	-	6,161	6,055	232	497	-	6,784	-6.8%	-29.7%	-29.0%	-	-9.2%	5,863	166	358	-	6,387	4.3%	-44.8%	-42.2%	-	-2.4%
Reader's Digest	Trusted Media Brands	19,278	2,483	4,380	176	26,317	18,164	2,299	4,103	120	24,685	6.1%	8.0%	6.8%	46.7%	6.6%	19,203	2,141	3,353	69	24,766	5.1%	19.9%	-19.1%	-13.2%	2.0%
Real Simple	Time Inc.	7,245	1,770	4,678	194	13,887	7,460	2,813	7,459	69	17,800	-2.9%	-37.1%	-37.3%	183.0%	-22.0%	7,339	2,090	5,316	238	14,983	-2.2%	-26.6%	-13.5%	194.2%	-9.6%
Redbook	Hearst Magazines	5,443	373	1,470	140	7,427	5,533	493	1,808	-	7,834	-1.6%	-24.2%	-18.7%	+	-5.2%	5,476	623	1,886	526	8,511	0.0%	-33.1%	-20.0%	3102.8%	-3.1%
Road & Track	Hearst Magazines	3,131	655	1,803	-	5,589	2,755	1,061	1,938	-	5,754	13.6%	-38.3%	-7.0%	-	-2.9%	3,001	738	1,853	1	5,594	1.9%	-23.4%	25.1%	+	3.8%
Runner's World	Rodale Inc.	2,374	893	3,207	-	6,474	2,877	1,221	4,705	-	8,803	-17.5%	-26.9%	-31.8%	-	-26.5%	2,530	957	3,408	-	6,895	-9.1%	-19.3%	-9.5%	-	-10.9%
Saveur	Bonnier Corporation	1,573	391	788	21	2,773	1,573	484	917	-	2,974	0.0%	-19.2%	-14.1%	+	-6.8%	1,573	435	914	18	2,939	0.0%	-18.8%	-13.2%	+	-7.0%
Ser Padres	Meredith Corporation	1,952	-	34	-	1,986	2,220	-	35	-	2,255	-12.1%	-	-2.9%	-	-11.9%	2,053	-	46	-	2,099	-4.4%	-	130.0%	-	-3.2%
Seventeen	Hearst Magazines	6,981	563	1,865	108	9,518	6,779	949	2,759	92	10,579	3.0%	-40.7%	-32.4%	17.5%	-10.0%	7,068	695	2,170	100	10,033	8.9%	-23.3%	-28.4%	-63.4%	-6.3%
Shape	Meredith Corporation	5,675	2,353	3,447	102	11,577	6,050	2,413	5,683	-	14,146	-6.2%	-2.5%	-39.3%	+	-18.2%	5,783	2,934	4,913	180	13,810	-4.4%	23.2%	-21.3%	380.7%	-6.1%
Ski	Active Interest Media	1,331	18	-	-	1,349	1,389	16	-	-	1,405	-4.2%	12.5%	-	-	-4.0%	1,367	18	32	-	1,417	2.2%	-41.3%	130.0%	-	2.5%
Smithsonian	Smithsonian Enterprises	7,598	1,108	3,551	103	12,360	7,297	1,169	2,963	91	11,520	4.1%	-5.2%	19.8%	13.2%	7.3%	7,426	1,353	3,886	150	12,814	4.5%	7.2%	50.0%	348.7%	16.6%
Soap Opera Digest	American Media, Inc.	2,955	29	169	-	3,154	2,887	23	119	-	3,029	2.4%	27.7%	42.2%	-	4.1%	2,970	42	132	-	3,143	-1.0%	36.9%	331.4%	-	2.7%

Magazine Brand	Publishing Company	CURRENT MONTH - August 2017 (000)					YEAR AGO - August 2016 (000)					August 2017 vs. August 2016 (% change)					YTD AVERAGE - as of August 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
Southern Living	Time Inc.	17,007	1,645	4,313	181	23,146	15,097	1,364	3,817	119	20,397	12.7%	20.6%	13.0%	52.3%	13.5%	16,431	1,661	3,872	191	22,154	8.9%	3.0%	-4.0%	83.2%	6.3%
Sports Illustrated	Time Inc.	17,961	3,336	12,891	2,282	36,471	18,949	4,504	9,541	2,233	35,226	-5.2%	-25.9%	35.1%	2.2%	3.5%	18,280	3,226	10,071	2,193	33,770	-2.0%	-38.1%	5.0%	-14.1%	-6.2%
Star	American Media, Inc.	6,315	27	97	-	6,439	5,904	118	1,240	-	7,261	7.0%	-77.3%	-92.1%	-	-11.3%	6,353	30	185	-	6,568	8.5%	-80.5%	-85.8%	-100.0%	-10.6%
Street Rodder	TEN	2,442	91	93	9	2,635	2,225	106	165	17	2,513	9.8%	-14.4%	-43.5%	-47.8%	4.8%	2,432	101	112	13	2,657	14.8%	-15.6%	-42.1%	-69.9%	7.4%
StyleWatch	Time Inc.	5,198	833	1,826	26	7,883	5,198	832	2,756	-	8,786	0.0%	0.0%	-33.7%	+	-10.3%	5,198	886	2,972	25	9,081	0.6%	-26.5%	-29.7%	-25.3%	-14.6%
Sunset	Time Inc.	4,581	400	657	-	5,638	4,663	537	923	-	6,123	-1.8%	-25.5%	-28.8%	-	-7.9%	4,510	444	741	20	5,715	-4.2%	-31.5%	-31.2%	+	-11.2%
Taste of Home	Trusted Media Brands	12,869	3,039	6,833	266	23,007	12,344	3,023	6,965	318	22,650	4.3%	0.5%	-1.9%	-16.4%	1.6%	13,055	3,364	6,934	160	23,514	6.2%	-0.4%	-12.1%	-80.1%	-3.5%
Teen Vogue	Condé Nast	2,887	1,399	5,396	1,302	10,984	3,040	797	4,335	460	8,632	-5.0%	75.7%	24.5%	183.0%	27.3%	2,983	1,161	6,491	1,060	11,696	-9.8%	65.8%	117.5%	218.5%	59.7%
Texas Monthly	GP TM Acquisition, LLC	2,402	335	1,651	-	4,388	1,721	254	884	-	2,859	39.6%	31.9%	86.8%	-	53.5%	2,280	237	813	-	3,329	2.3%	-6.2%	12.5%	-	3.9%
The Atlantic	Atlantic Media	2,287	5,911	16,954	273	25,425	2,054	4,840	14,416	245	21,555	11.3%	22.1%	17.6%	11.4%	18.0%	2,218	5,654	14,184	151	22,207	12.2%	4.4%	29.5%	-52.3%	19.0%
The Economist	The Economist Newspaper Limited	2,749	1,596	2,413	8	6,766	2,553	1,568	1,613	337	6,071	7.7%	1.8%	49.6%	-97.6%	11.4%	2,414	1,846	2,073	62	6,395	-1.9%	2.4%	30.8%	-26.5%	7.8%
The Family Handyman	Trusted Media Brands	5,136	1,607	1,822	76	8,641	4,648	1,922	2,991	68	9,629	10.5%	-16.4%	-39.1%	11.8%	-10.3%	4,949	1,852	2,579	24	9,405	6.5%	14.6%	-11.9%	-91.9%	-0.9%
The New Yorker	Condé Nast	5,503	2,160	2,816	718	11,198	4,445	6,181	10,176	773	21,575	23.8%	-65.0%	-72.3%	-7.1%	-48.1%	5,181	3,277	8,487	1,191	18,136	18.1%	-18.7%	-5.5%	112.7%	1.0%
This Old House	This Old House Ventures, LLC	6,030	896	1,497	438	8,861	5,712	706	381	107	6,906	5.6%	26.9%	292.9%	309.3%	28.3%	5,990	972	1,746	277	8,984	11.0%	-25.7%	-24.6%	65.5%	-2.2%
Time	Time Inc.	18,824	8,624	33,307	5,029	65,784	17,185	7,231	22,617	3,349	50,382	9.5%	19.3%	47.3%	50.2%	30.6%	18,612	6,567	20,598	3,346	49,123	10.1%	-11.5%	7.9%	48.8%	7.6%
Town & Country	Hearst Magazines	3,201	502	1,555	743	6,002	3,244	433	1,149	-	4,826	-1.3%	16.0%	35.3%	+	24.4%	3,199	533	1,360	799	5,891	2.4%	16.2%	33.4%	+	28.0%
Traditional Home	Meredith Corporation	4,803	30	64	-	4,897	3,738	51	114	-	3,903	28.5%	-41.2%	-43.9%	-	25.5%	4,544	44	85	-	4,672	18.4%	0.9%	-15.0%	-	17.4%
Travel + Leisure	Time Inc.	6,774	1,507	4,465	173	12,919	6,215	1,491	3,586	73	11,365	9.0%	1.1%	24.5%	138.3%	13.7%	6,679	1,690	4,376	269	13,014	11.0%	35.3%	35.4%	834.1%	23.6%
Us Weekly	American Media, Inc.	11,487	3,903	11,895	422	27,707	12,356	4,827	18,323	457	35,963	-7.0%	-19.2%	-35.1%	-7.7%	-23.0%	11,802	3,628	12,736	187	28,352	-4.9%	-28.9%	-25.1%	-59.4%	-18.9%
Vanity Fair	Condé Nast	8,051	1,961	7,426	4,084	21,523	8,086	2,602	6,800	1,358	18,847	-0.4%	-24.6%	9.2%	200.7%	14.2%	7,989	2,701	8,821	4,067	23,578	2.3%	-6.9%	36.6%	198.9%	27.3%
Veranda	Hearst Magazines	1,527	-	98	-	1,625	1,065	-	78	-	1,143	43.4%	-	26.0%	-	42.2%	1,378	32	108	-	1,518	23.8%	+	-16.7%	-	22.2%
Vogue	Condé Nast	11,929	1,418	5,316	3,335	21,998	11,800	1,669	4,330	1,234	19,034	1.1%	-15.1%	22.8%	170.3%	15.6%	11,794	1,541	3,817	2,155	19,307	1.7%	-11.8%	6.3%	80.5%	6.5%
W	Condé Nast	759	330	971	425	2,485	743	790	989	409	2,931	2.2%	-58.2%	-1.8%	4.0%	-15.2%	898	318	905	587	2,707	0.3%	15.7%	65.0%	64.7%	30.5%
WebMD Magazine	WebMD, LLC	11,769	12,713	33,716	410	58,608	10,900	13,779	34,204	53	58,936	8.0%	-7.7%	-1.4%	673.6%	-0.6%	11,053	13,730	34,119	332	59,233	5.7%	-5.7%	1.3%	484.3%	0.8%
Wired	Condé Nast	3,492	2,723	6,472	2,451	15,139	2,667	3,438	8,353	1,154	15,612	30.9%	-20.8%	-22.5%	112.4%	-3.0%	3,253	3,288	6,586	2,580	15,706	28.8%	-14.8%	-3.7%	101.6%	8.3%
Woman's Day	Hearst Magazines	15,990	665	1,854	13	18,521	16,643	847	3,340	17	20,847	-3.9%	-21.5%	-44.5%	-25.2%	-11.2%	16,261	813	2,626	94	19,793	-1.0%	-20.7%	-0.8%	115.3%	-1.7%
Women's Health	Rodale Inc.	11,796	1,581	6,235	-	19,612	10,633	1,934	6,336	-	18,903	10.9%	-18.3%	-1.6%	-	3.8%	11,569	1,675	6,164	-	19,408	12.2%	-9.2%	-1.3%	-	5.5%
Yoga Journal	Active Interest Media	1,899	220	326	-	2,445	1,966	181	-	-	2,147	-3.4%	21.5%	+	-	13.9%	1,941	288	284	-	2,512	-3.2%	51.7%	161.7%	-	9.1%
Total (000)		950,719	218,438	581,172	84,534	1,834,864	916,808	243,317	612,591	57,584	1,830,300	3.7%	-10.2%	-5.1%	46.8%	0.2%	945,160	222,361	569,738	73,404	1,810,663	4.5%	-11.7%	-1.0%	43.1%	1.6%
Share by Platform (%)		51.8%	11.9%	31.7%	4.6%	100.0%	50.1%	13.3%	33.5%	3.1%	100.0%						52.2%	12.3%	31.5%	4.1%	100.0%					

* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.
Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

SOURCES:
Current Month
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017 and Spring 2016, DoubleBase 2017 and DB 2016; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA.
- Web (Desktop/Laptop): comScore Media Metrix®; August 2017 and August 2016; U.S.

Magazine Brand	Publishing Company	CURRENT MONTH - August 2017 (000)					YEAR AGO - August 2016 (000)					August 2017 vs. August 2016 (% change)					YTD AVERAGE - as of August 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
- Mobile Web: comScore Mobile Metrix; August 2017 and August 2016; U.S.																										
- Video: comScore Video Metrix; August 2017 and August 2016; U.S.																										
Year to Date																										
- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017, Fall 2016, Spring 2016, and Fall 2015, DoubleBase 2017, 2016, and DB 2015; GfK MRI Accessed Prototype; or Spring 2017, Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.																										
- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - August 2017 and January 2016 - August 2016; U.S.																										
- Mobile Web: comScore Mobile Metrix® January 2017 - August 2017 and January 2016 - August 2016; U.S.																										
- Video: comScore Video Metrix® January 2017 - August 2017 and January 2016 - August 2016; U.S.																										

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print editions only.
 - Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.
 - Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.
 - Video Unique Viewers: Those unique P6+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.
- Note: In certain instances, the comScore data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.

About Magazine Media 360°

Magazine Media 360° is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360° uses data from leading third-party providers and currently covers 127 magazine media brands from 30 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360° Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360°, which launched October 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360° Social Media Report is released separately on a quarterly basis.