



# MAGAZINE MEDIA 360°

## Brand Audience Report

Magazine Brand	September 2018 Total 360° Audience (000)	Magazine Brand	September 2018 vs. September 2017 Total 360° Audience (% change)
1 ESPN The Magazine	129,004	1 Men's Journal	140.1%
2 People	91,156	2 Motorcyclist	99.3%
3 WebMD Magazine	57,362	3 Town & Country	76.5%
4 Allrecipes	50,476	4 The New Yorker	62.1%
5 AARP	46,979	5 Saveur	56.3%
6 Time	42,696	6 Harper's Bazaar	51.6%
7 Better Homes and Gardens	40,699	7 Brides	41.0%
8 National Geographic	36,726	8 AFAR	38.7%
9 Good Housekeeping	36,600	9 New York Magazine	37.5%
10 Cosmopolitan	36,433	10 Bon Appétit	34.5%
11 Sports Illustrated	34,732	11 Elle	34.3%
12 New York Magazine	31,314	12 GQ	31.6%
13 Taste of Home	28,607	13 Kraft Food & Family	30.2%
14 Us Weekly	27,215	14 Allure	29.4%
15 Bon Appétit	27,101	15 The Family Handyman	27.5%
16 The New Yorker	26,426	16 Esquire	24.2%
17 Vogue	26,069	17 Wired	22.9%
18 Reader's Digest	25,962	18 This Old House	22.3%
19 Vanity Fair	24,586	19 Taste of Home	21.0%
20 Country Living	24,096	20 Good Housekeeping	18.5%
21 Entertainment Weekly	24,027	21 Fast Company	17.9%
22 The Atlantic	23,158	22 Road & Track	17.3%
23 Wired	22,763	23 Marie Claire	16.3%
24 Southern Living	22,411	24 Cosmopolitan	12.4%
25 GQ	21,492	25 Domino	10.7%

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26 Women's Health	20,569	26 HGTV Magazine	10.1%
27 Glamour	19,494	27 Vogue	10.1%
28 Men's Health	19,375	28 Elle Decor	9.8%
29 Woman's Day	17,626	29 Vanity Fair	9.8%
30 Elle	17,432	30 Architectural Digest	9.3%
31 Food Network Magazine	17,040	31 Mother Earth News	9.3%
32 Allure	16,110	32 Money	9.1%
33 Harper's Bazaar	15,971	33 Travel + Leisure	8.6%
34 Parents	15,811	34 Car Craft	8.6%
35 Fortune	15,576	35 House Beautiful	8.1%
36 Car and Driver	14,870	36 Yoga Journal	7.9%
37 Martha Stewart Living	14,867	37 Women's Health	7.7%
38 Health	14,759	38 The Atlantic	7.3%
39 Money	14,375	39 Glamour	6.2%
40 InStyle	13,842	40 OK! Magazine	6.2%
41 Real Simple	13,649	41 Seventeen	5.9%
42 Esquire	13,494	42 AARP	3.9%
43 Travel + Leisure	13,332	43 Departures	3.5%
44 Motor Trend	13,290	44 Reader's Digest	3.3%
45 Popular Mechanics	13,097	45 Rachael Ray Every Day	2.6%
46 Smithsonian	12,984	46 Condé Nast Traveler	2.5%
47 Food & Wine	12,909	47 Allrecipes	2.4%
48 Cooking Light	12,220	48 People	2.1%
49 Family Circle	12,047	49 Outdoor Life	1.5%
50 O, The Oprah Magazine	11,816	50 WebMD Magazine	1.4%
51 National Geographic Traveler	11,706	51 Food Network Magazine	1.2%
52 Guns & Ammo	11,541	52 Outside	0.9%
53 Popular Science	11,433	53 Bicycling	0.8%

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54 HGTV Magazine	11,379	54 People en Español	0.7%
55 This Old House	10,894	55 Petersen's Hunting	0.1%
56 Golf Digest	10,820	56 4 Wheel & Off-Road	-0.7%
57 Marie Claire	10,811	57 Redbook	-0.7%
58 Brides	10,774	58 Birds & Blooms	-1.2%
59 The Family Handyman	10,678	59 Popular Mechanics	-1.4%
60 Field & Stream	10,290	60 InStyle	-1.7%
61 Kraft Food & Family	9,871	61 Hot Rod	-1.7%
62 Seventeen	9,821	62 Guns & Ammo	-1.8%
63 Town & Country	9,355	63 National Geographic Kids	-1.9%
64 Men's Journal	9,271	64 Smithsonian	-3.3%
65 Prevention	9,255	65 Runner's World	-3.5%
66 EatingWell	9,235	66 ESPN The Magazine	-3.8%
67 Shape	9,202	67 Soap Opera Digest	-4.3%
68 Condé Nast Traveler	9,161	68 Woman's Day	-4.5%
69 Fast Company	9,095	69 Popular Science	-4.6%
70 House Beautiful	9,056	70 Country Living	-4.7%
71 People en Español	8,133	71 Shape	-4.7%
72 Muscle & Fitness	7,606	72 EatingWell	-4.8%
73 OK! Magazine	7,418	73 Martha Stewart Living	-5.0%
74 Redbook	7,405	74 Coastal Living	-5.8%
75 Outdoor Life	7,367	75 Golf Digest	-5.8%
76 National Geographic Kids	7,253	76 Muscle & Fitness	-6.5%
77 Architectural Digest	7,063	77 National Geographic	-6.8%
78 Departures	6,721	78 Car and Driver	-7.0%
79 Diabetic Living	6,373	79 National Geographic Traveler	-7.4%
80 Rachael Ray Every Day	6,360	80 O, The Oprah Magazine	-7.5%
81 Runner's World	6,014	81 Time	-7.8%

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82 National Enquirer	5,990	82 Us Weekly	-7.9%
83 Coastal Living	5,860	83 Backpacker	-7.9%
84 Hot Rod	5,743	84 Southern Living	-8.0%
85 Road & Track	5,742	85 W	-8.4%
86 Birds & Blooms	5,563	86 Motor Trend	-8.4%
87 Game & Fish	5,526	87 Men's Health	-8.6%
88 Star	5,262	88 Field & Stream	-8.6%
89 Outside	5,038	89 Street Rodder	-8.6%
90 Four Wheeler Group	5,032	90 Real Simple	-9.8%
91 The Economist	4,783	91 Four Wheeler Group	-9.8%
92 Petersen's Hunting	4,426	92 Midwest Living	-9.8%
93 Traditional Home	3,889	93 Diabetic Living	-9.9%
94 Elle Decor	3,703	94 Fortune	-12.3%
95 Automobile	3,565	95 Better Homes and Gardens	-12.9%
96 Mother Earth News	3,513	96 Automobile	-13.9%
97 In-Fisherman	3,510	97 In-Fisherman	-14.5%
98 Midwest Living	3,418	98 Cooking Light	-14.6%
99 Motorcyclist	3,309	99 Ski	-15.3%
100 Domino	3,140	100 National Enquirer	-15.4%
101 W	3,019	101 Game & Fish	-16.2%
102 Soap Opera Digest	2,983	102 Parents	-16.5%
103 4 Wheel & Off-Road	2,892	103 Food & Wine	-17.2%
104 Yoga Journal	2,731	104 Star	-18.8%
105 Bicycling	2,556	105 Health	-19.3%
106 Saveur	2,549	106 Family Circle	-20.4%
107 Street Rodder	2,425	107 Traditional Home	-20.7%
108 Car Craft	2,424	108 Sports Illustrated	-23.3%
109 Backpacker	1,864	109 The Economist	-24.7%

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110 AFAR	1,161	110 Veranda	-30.8%
111 Ski	1,127	111 Entertainment Weekly	-31.1%