



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	April 2017 Total 360° Audience (000)	Magazine Brand	April 2017 vs. April 2016 Total 360° Audience (% change)
1 ESPN The Magazine	98,601	1 Teen Vogue	78.3%
2 People	78,648	2 Allure	40.0%
3 Forbes	59,433	3 Vanity Fair	36.3%
4 WebMD Magazine	58,521	4 Autoweek	36.0%
5 Allrecipes	53,925	5 W	35.2%
6 Better Homes and Gardens	47,815	6 Condé Nast Traveler	33.4%
7 AARP	43,616	7 Travel + Leisure	32.3%
8 Time	43,403	8 In-Fisherman	29.8%
9 National Geographic	40,182	9 Elle Decor	28.0%
10 Sports Illustrated	34,704	10 Architectural Digest	26.8%
11 Cosmopolitan	32,195	11 New York Magazine	25.2%
12 Good Housekeeping	29,653	12 4 Wheel & Off Road	22.2%
13 Us Weekly	26,480	13 Discover	20.5%
14 Entertainment Weekly	26,032	14 Allrecipes	18.0%
15 Taste of Home	25,061	15 The New Yorker	18.0%
16 Country Living	24,331	16 Town & Country	17.7%
17 New York Magazine	23,899	17 GQ	16.8%
18 Vanity Fair	23,418	18 Diabetic Living	16.8%
19 Bon Appétit/Epicurious	23,200	19 Smithsonian	15.7%
20 Reader's Digest	23,150	20 National Geographic Traveler	15.7%
21 Southern Living	22,186	21 Backpacker	15.5%
22 Men's Health	20,918	22 Popular Science	15.4%
23 Woman's Day	20,475	23 Game & Fish	14.5%
24 Parents	19,843	24 Money	13.8%

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25 Women's Health	19,502	25 Car Craft	13.2%
26 The New Yorker	19,261	26 Golf Digest	13.1%
27 Glamour	19,102	27 House Beautiful	13.1%
28 Vogue	18,564	28 Marie Claire	13.1%
29 The Atlantic	18,468	29 Elle	13.0%
30 Food Network Magazine	17,789	30 HGTV Magazine	12.6%
31 GQ	17,334	31 Country Living	12.2%
32 Martha Stewart Living	17,307	32 Golf Magazine	11.8%
33 Car and Driver	16,849	33 Guns & Ammo	11.8%
34 Health	16,721	34 The Economist	11.3%
35 Fortune	16,381	35 Street Rodder	11.0%
36 Family Circle	16,181	36 Field & Stream	10.7%
37 Real Simple	15,175	37 The Atlantic	10.4%
38 Wired	14,866	38 Road & Track	10.4%
39 Shape	14,279	39 Rachael Ray Every Day	9.5%
40 Allure	14,241	40 Men's Health	9.2%
41 InStyle	13,744	41 Departures	9.0%
42 Food & Wine	13,656	42 Women's Health	9.0%
43 Prevention	13,627	43 Kraft Food & Family	7.9%
44 Cooking Light	13,540	44 Ski	7.8%
45 Popular Mechanics	12,992	45 Traditional Home	7.8%
46 Travel + Leisure	12,952	46 Taste of Home	7.7%
47 Elle	12,914	47 Southern Living	6.8%
48 Teen Vogue	12,740	48 Woman's Day	6.1%
49 O, The Oprah Magazine	12,654	49 Ser Padres	6.1%
50 National Geographic Traveler	12,101	50 Cycle World	5.9%
51 Smithsonian	12,069	51 Brides	5.8%
52 Men's Fitness	11,949	52 Wired	4.9%

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53 Guns & Ammo	11,632	53 Car and Driver	4.5%
54 Money	11,367	54 National Geographic Kids	4.4%
55 Field & Stream	10,984	55 Cosmopolitan	4.2%
56 Motor Trend	10,734	56 Time	3.9%
57 Seventeen	10,733	57 Food Network Magazine	3.9%
58 Popular Science	10,583	58 Seventeen	3.7%
59 Essence	10,504	59 Good Housekeeping	3.6%
60 HGTV Magazine	10,081	60 Outdoor Life	2.9%
61 Fast Company	9,996	61 Food & Wine	2.4%
62 EatingWell	9,970	62 Vogue	1.9%
63 Golf Digest	9,686	63 ESPN The Magazine	1.4%
64 House Beautiful	9,534	64 National Geographic	1.3%
65 The Family Handyman	9,439	65 Coastal Living	1.2%
66 StyleWatch	9,260	66 Better Homes and Gardens	1.2%
67 Entrepreneur	9,046	67 Veranda	1.0%
68 Fit Pregnancy & Baby	9,015	68 Soap Opera Digest	1.0%
69 Esquire	9,003	69 WebMD Magazine	0.6%
70 Muscle & Fitness	8,928	70 Glamour	0.6%
71 Kraft Food & Family	8,912	71 Redbook	0.6%
72 Condé Nast Traveler	8,776	72 People	0.5%
73 Redbook	8,684	73 Fit Pregnancy & Baby	0.5%
74 Golf Magazine	8,664	74 Bon Appétit/Epicurious	0.1%
75 Marie Claire	8,577	75 Family Circle	0.0%
76 This Old House	8,563	76 Bicycling	-0.4%
77 People en Español	8,135	77 People en Español	-0.7%
78 Runner's World	8,086	78 Forbes	-0.7%
79 Brides	7,818	79 AARP	-2.0%
80 National Enquirer	7,788	80 Saveur	-2.2%

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81 Harper's Bazaar	7,747	81 Runner's World	-2.5%
82 National Geographic Kids	7,714	82 Dirt Rider	-2.8%
83 OK! Magazine	7,257	83 Sports Illustrated	-3.0%
84 Diabetic Living	7,080	84 Martha Stewart Living	-3.2%
85 Game & Fish	7,031	85 Petersen's Hunting	-3.4%
86 Outdoor Life	6,983	86 Men's Fitness	-3.6%
87 Rachael Ray Every Day	6,686	87 Parents	-3.7%
88 Star	6,668	88 Fast Company	-3.8%
89 Departures	6,667	89 The Family Handyman	-3.8%
90 Playboy	6,598	90 Hot Rod	-4.1%
91 The Economist	6,331	91 Fortune	-4.5%
92 Architectural Digest	6,181	92 Motor Trend	-4.9%
93 Hot Rod	5,972	93 National Enquirer	-5.2%
94 Sunset	5,934	94 EatingWell	-5.3%
95 Road & Track	5,747	95 Prevention	-6.1%
96 Town & Country	5,521	96 Flying	-6.6%
97 Coastal Living	5,110	97 Popular Mechanics	-6.9%
98 Petersen's Hunting	4,482	98 Reader's Digest	-6.9%
99 Traditional Home	4,377	99 Entertainment Weekly	-7.2%
100 Midwest Living	4,090	100 Motorcyclist	-8.2%
101 Autoweek	4,042	101 Yoga Journal	-8.9%
102 In-Fisherman	4,030	102 O, The Oprah Magazine	-9.0%
103 Mother Earth News	3,943	103 This Old House	-9.3%
104 Automobile	3,722	104 Midwest Living	-9.3%
105 FamilyFun	3,664	105 Health	-9.4%
106 Elle Decor	3,396	106 Harper's Bazaar	-9.8%
107 Soap Opera Digest	3,143	107 InStyle	-10.0%
108 Bicycling	2,978	108 Shape	-10.4%

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109 4 Wheel & Off Road	2,975	109 Star	-10.4%
110 Saveur	2,964	110 Entrepreneur	-10.6%
111 Texas Monthly	2,934	111 FamilyFun	-11.8%
112 NYLON	2,779	112 Real Simple	-12.3%
113 Discover	2,739	113 Automobile	-12.5%
114 Street Rodder	2,659	114 Muscle & Fitness	-13.1%
115 Cycle World	2,600	115 Essence	-14.2%
116 W	2,527	116 Sunset	-15.9%
117 Yoga Journal	2,416	117 Cooking Light	-16.7%
118 Car Craft	2,297	118 Mother Earth News	-17.5%
119 Ser Padres	2,230	119 Texas Monthly	-19.4%
120 Backpacker	1,843	120 domino	-19.7%
121 Motorcyclist	1,638	121 Us Weekly	-22.6%
122 domino	1,586	122 StyleWatch	-23.1%
123 Dirt Rider	1,551	123 Esquire	-23.7%
124 Ski	1,409	124 Playboy	-27.0%
125 Veranda	1,274	125 NYLON	-29.0%
126 Flying	1,173	126 OK! Magazine	-39.5%