



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	February 2017 Total 360° Audience (000)	Magazine Brand	February 2017 vs. February 2016 Total 360° Audience (% change)
1 ESPN The Magazine	83,214	1 Teen Vogue	91.4%
2 People	80,649	2 Town & Country	55.9%
3 Forbes	65,441	3 Allure	55.7%
4 WebMD Magazine	56,498	4 Marie Claire	47.4%
5 Allrecipes	52,881	5 Condé Nast Traveler	42.3%
6 Time	48,175	6 Autoweek	39.5%
7 Better Homes and Gardens	47,120	7 Elle	34.3%
8 AARP	44,056	8 Travel + Leisure	34.0%
9 National Geographic	39,721	9 Vanity Fair	32.6%
10 Sports Illustrated	34,901	10 The Atlantic	29.5%
11 Cosmopolitan	34,040	11 Backpacker	28.5%
12 Entertainment Weekly	31,549	12 In-Fisherman	28.4%
13 Good Housekeeping	27,988	13 Self	28.1%
14 Vanity Fair	25,728	14 4 Wheel & Off Road	24.4%
15 New York Magazine	24,260	15 GQ	22.9%
16 The Atlantic	24,183	16 Forbes	21.6%
17 Reader's Digest	23,535	17 Smithsonian	20.7%
18 Country Living	23,372	18 Yoga Journal	20.5%
19 Taste of Home	23,078	19 Glamour	19.1%
20 Bon Appétit/Epicurious	22,276	20 Veranda	18.5%
21 Glamour	21,750	21 National Geographic Traveler	16.7%
22 Woman's Day	21,449	22 Diabetic Living	16.2%
23 The New Yorker	21,347	23 Game & Fish	15.3%
24 Southern Living	21,022	24 Country Living	15.2%
25 Men's Health	20,639	25 New York Magazine	15.0%

February 2017 Total 360° Audience (000)		February 2017 vs. February 2016 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
26 GQ	20,256	26 The New Yorker	14.7%
27 Parents	19,421	27 Car Craft	13.0%
28 Women's Health	18,920	28 Popular Science	11.9%
29 Vogue	18,667	29 HGTV Magazine	11.1%
30 Food Network Magazine	18,097	30 W	11.1%
31 Elle	17,679	31 Architectural Digest	11.0%
32 Health	17,211	32 Street Rodder	10.8%
33 Car and Driver	16,651	33 Guns & Ammo	10.8%
34 Martha Stewart Living	16,422	34 Golf Magazine	10.4%
35 Family Circle	16,125	35 Field & Stream	9.8%
36 Real Simple	15,726	36 Outdoor Life	8.7%
37 Shape	15,433	37 House Beautiful	8.7%
38 Allure	15,193	38 Golf Digest	8.4%
39 Wired	14,711	39 Entertainment Weekly	8.3%
40 Fortune	14,181	40 Traditional Home	8.2%
41 InStyle	13,700	41 Men's Health	8.0%
42 Cooking Light	13,536	42 Cycle World	7.9%
43 Smithsonian	13,477	43 Elle Decor	7.6%
44 Prevention	13,222	44 Time	7.5%
45 Travel + Leisure	12,989	45 Shape	7.3%
46 Teen Vogue	12,578	46 National Enquirer	7.2%
47 Popular Mechanics	12,525	47 Woman's Day	6.7%
48 O, The Oprah Magazine	12,242	48 Cosmopolitan	6.3%
49 National Geographic Traveler	12,054	49 Coastal Living	6.1%
50 Men's Fitness	12,030	50 Rachael Ray Every Day	5.8%
51 Guns & Ammo	11,778	51 Car and Driver	5.6%
52 Self	11,677	52 National Geographic Kids	5.4%
53 Marie Claire	11,221	53 Fit Pregnancy & Baby	5.4%

Magazine Brand	February 2017	Magazine Brand	February 2017 vs.
	Total 360° Audience (000)		February 2016 Total 360° Audience (% change)
54 Esquire	11,208	54 Ser Padres	5.2%
55 Field & Stream	10,929	55 People	5.1%
56 StyleWatch	10,873	56 Harper's Bazaar	5.0%
57 Food & Wine	10,765	57 Bicycling	4.8%
58 Essence	10,667	58 Allrecipes	4.6%
59 Motor Trend	10,467	59 Vogue	4.5%
60 Harper's Bazaar	10,330	60 This Old House	4.3%
61 Entrepreneur	10,254	61 Southern Living	3.9%
62 EatingWell	10,173	62 National Geographic	3.5%
63 Seventeen	10,111	63 Food Network Magazine	3.3%
64 HGTV Magazine	9,992	64 Ski	3.1%
65 Popular Science	9,983	65 Better Homes and Gardens	2.8%
66 Money	9,877	66 Brides	2.1%
67 Condé Nast Traveler	9,452	67 Soap Opera Digest	0.9%
68 Muscle & Fitness	9,279	68 InStyle	0.7%
69 Fit Pregnancy & Baby	9,221	69 Wired	0.7%
70 Kraft Food & Family	9,134	70 Women's Health	0.7%
71 This Old House	8,909	71 Money	0.7%
72 House Beautiful	8,568	72 Departures	0.4%
73 Redbook	8,416	73 Motor Trend	-0.4%
74 The Family Handyman	8,150	74 Family Circle	-0.5%
75 People en Español	7,994	75 EatingWell	-0.5%
76 OK! Magazine	7,950	76 Dirt Rider	-0.6%
77 Playboy	7,848	77 People en Español	-1.1%
78 National Enquirer	7,713	78 Road & Track	-1.5%
79 National Geographic Kids	7,679	79 Siempre Mujer	-1.8%
80 Golf Digest	7,674	80 Redbook	-2.2%
81 Fast Company	7,572	81 AARP	-2.2%

February 2017 Total 360° Audience (000)		February 2017 vs. February 2016 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
82 Brides	7,438	82 Good Housekeeping	-2.3%
83 Town & Country	7,047	83 Reader's Digest	-2.4%
84 Diabetic Living	7,038	84 Men's Fitness	-2.4%
85 Outdoor Life	6,979	85 WebMD Magazine	-2.9%
86 Game & Fish	6,900	86 Petersen's Hunting	-3.0%
87 Star	6,607	87 Seventeen	-3.3%
88 Golf Magazine	6,583	88 Kraft Food & Family	-3.4%
89 Rachael Ray Every Day	6,552	89 The Economist	-3.4%
90 Departures	6,458	90 Essence	-3.8%
91 Runner's World	6,376	91 Hot Rod	-4.3%
92 The Economist	6,107	92 Bon Appétit/Epicurious	-4.8%
93 Hot Rod	5,957	93 Popular Mechanics	-5.1%
94 Architectural Digest	5,722	94 Health	-5.5%
95 Road & Track	5,461	95 Esquire	-6.2%
96 Sunset	5,391	96 Parents	-6.3%
97 Coastal Living	5,075	97 Discover	-6.3%
98 Petersen's Hunting	4,523	98 ESPN The Magazine	-7.2%
99 Traditional Home	4,398	99 Taste of Home	-7.8%
100 Autoweek	4,229	100 Entrepreneur	-8.1%
101 In-Fisherman	4,037	101 Muscle & Fitness	-8.4%
102 Midwest Living	3,988	102 Prevention	-8.7%
103 Automobile	3,758	103 The Family Handyman	-9.4%
104 Mother Earth News	3,734	104 Sunset	-9.6%
105 FamilyFun	3,664	105 Saveur	-10.4%
106 Soap Opera Digest	3,173	106 Fortune	-11.0%
107 Elle Decor	3,029	107 Star	-11.1%
108 4 Wheel & Off Road	3,022	108 Automobile	-11.3%
109 Saveur	2,945	109 Martha Stewart Living	-11.5%

February 2017 Total 360° Audience (000)		February 2017 vs. February 2016 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
110 W	2,931	110 Real Simple	-11.6%
111 Texas Monthly	2,912	111 FamilyFun	-11.8%
112 NYLON	2,689	112 Flying	-12.7%
113 Street Rodder	2,650	113 Midwest Living	-13.1%
114 Yoga Journal	2,615	114 Runner's World	-13.4%
115 Bicycling	2,517	115 Mother Earth News	-13.8%
116 Cycle World	2,483	116 Motorcyclist	-14.4%
117 Discover	2,350	117 O, The Oprah Magazine	-15.0%
118 Car Craft	2,293	118 Sports Illustrated	-16.3%
119 Ser Padres	2,183	119 Food & Wine	-16.3%
120 Siempre Mujer	2,046	120 Cooking Light	-16.6%
121 domino	1,871	121 StyleWatch	-18.8%
122 Backpacker	1,639	122 Texas Monthly	-22.0%
123 Motorcyclist	1,555	123 Playboy	-23.5%
124 Dirt Rider	1,533	124 NYLON	-26.3%
125 Veranda	1,474	125 Fast Company	-32.3%
126 Ski	1,442	126 domino	-33.3%
127 Flying	1,071	127 OK! Magazine	-45.2%