



MAGAZINE MEDIA 360°

Brand Audience Report

| Magazine Brand | July 2017 Total 360° Audience (000) | Magazine Brand | July 2017 vs. July 2016 Total 360° Audience (% change) |
|----------------------------|---|---------------------------------|--|
| 1 ESPN The Magazine | 87,471 | 1 Entrepreneur | 89.4% |
| 2 People | 77,847 | 2 Teen Vogue | 73.6% |
| 3 Forbes | 67,437 | 3 domino | 50.0% |
| 4 WebMD Magazine | 59,605 | 4 W | 44.2% |
| 5 Allrecipes | 48,997 | 5 Veranda | 43.1% |
| 6 Better Homes and Gardens | 46,483 | 6 Architectural Digest | 36.7% |
| 7 AARP | 46,322 | 7 Town & Country | 28.4% |
| 8 Time | 46,141 | 8 Traditional Home | 26.9% |
| 9 National Geographic | 39,837 | 9 Coastal Living | 26.6% |
| 10 Cosmopolitan | 32,980 | 10 Elle Decor | 24.8% |
| 11 Sports Illustrated | 31,124 | 11 Allure | 23.9% |
| 12 Good Housekeeping | 30,954 | 12 Discover | 23.8% |
| 13 Entertainment Weekly | 29,558 | 13 Popular Science | 22.8% |
| 14 Reader's Digest | 26,885 | 14 Condé Nast Traveler | 21.6% |
| 15 Us Weekly | 26,481 | 15 The Economist | 21.6% |
| 16 Bon Appétit/Epicurious | 23,943 | 16 Flying | 20.2% |
| 17 Country Living | 23,936 | 17 Texas Monthly | 19.9% |
| 18 New York Magazine | 23,609 | 18 GQ | 17.9% |
| 19 Taste of Home | 23,393 | 19 Field & Stream | 17.9% |
| 20 Southern Living | 23,222 | 20 Brides | 17.5% |
| 21 Vanity Fair | 21,030 | 21 In-Fisherman | 16.2% |
| 22 Men's Health | 20,756 | 22 Travel + Leisure | 15.8% |
| 23 Parents | 19,463 | 23 Marie Claire | 15.7% |
| 24 Women's Health | 19,148 | 24 Automobile | 15.6% |
| 25 Woman's Day | 18,998 | 25 National Geographic Traveler | 15.4% |

| July 2017 Total 360° Audience (000) | | July 2017 vs. July 2016 Total 360° Audience (% change) | |
|---|--------|--|-------|
| Magazine Brand | | Magazine Brand | |
| 26 The Atlantic | 18,976 | 26 Country Living | 14.7% |
| 27 Vogue | 18,773 | 27 Golf Digest | 14.2% |
| 28 Food Network Magazine | 17,310 | 28 Vanity Fair | 13.5% |
| 29 Glamour | 17,153 | 29 Smithsonian | 12.8% |
| 30 Entrepreneur | 17,104 | 30 4 Wheel & Off Road | 12.2% |
| 31 The New Yorker | 16,972 | 31 Reader's Digest | 11.8% |
| 32 GQ | 16,862 | 32 Elle | 11.6% |
| 33 Car and Driver | 16,694 | 33 New York Magazine | 11.2% |
| 34 Health | 16,648 | 34 Southern Living | 10.8% |
| 35 Wired | 16,277 | 35 Men's Health | 10.4% |
| 36 Martha Stewart Living | 16,067 | 36 Motor Trend | 9.3% |
| 37 Fortune | 15,558 | 37 HGTV Magazine | 8.7% |
| 38 Family Circle | 15,213 | 38 Dirt Rider | 8.5% |
| 39 Real Simple | 14,247 | 39 FamilyFun | 8.1% |
| 40 Prevention | 14,160 | 40 Vogue | 6.5% |
| 41 Popular Mechanics | 14,008 | 41 Wired | 6.0% |
| 42 Food & Wine | 13,992 | 42 Women's Health | 6.0% |
| 43 Allure | 13,824 | 43 Guns & Ammo | 5.8% |
| 44 InStyle | 13,336 | 44 EatingWell | 5.7% |
| 45 Elle | 13,103 | 45 Good Housekeeping | 5.6% |
| 46 Travel + Leisure | 13,013 | 46 Street Rodder | 5.5% |
| 47 Smithsonian | 12,896 | 47 Car Craft | 5.4% |
| 48 National Geographic Traveler | 12,694 | 48 WebMD Magazine | 4.8% |
| 49 O, The Oprah Magazine | 12,648 | 49 Yoga Journal | 4.6% |
| 50 Cooking Light | 12,611 | 50 The Family Handyman | 4.5% |
| 51 Teen Vogue | 12,451 | 51 Departures | 3.9% |
| 52 Men's Fitness | 11,856 | 52 NYLON | 3.4% |
| 53 Shape | 11,848 | 53 Food & Wine | 3.2% |

| Magazine Brand | July 2017 Total 360° Audience (000) | Magazine Brand | July 2017 vs. July 2016 Total 360° Audience (% change) |
|-----------------------------|---|-----------------------------|--|
| 54 Field & Stream | 11,765 | 54 Harper's Bazaar | 3.0% |
| 55 Guns & Ammo | 11,746 | 55 National Enquirer | 2.9% |
| 56 Popular Science | 11,474 | 56 Car and Driver | 2.9% |
| 57 Motor Trend | 10,965 | 57 Golf Magazine | 2.9% |
| 58 Essence | 10,893 | 58 Popular Mechanics | 2.2% |
| 59 Esquire | 10,850 | 59 Soap Opera Digest | 2.1% |
| 60 EatingWell | 10,505 | 60 National Geographic | 1.8% |
| 61 HGTV Magazine | 10,326 | 61 Real Simple | 1.8% |
| 62 The Family Handyman | 9,996 | 62 Diabetic Living | 1.6% |
| 63 Money | 9,828 | 63 Kraft Food & Family | 1.5% |
| 64 Golf Digest | 9,762 | 64 AARP | 1.4% |
| 65 Seventeen | 9,601 | 65 Seventeen | 0.7% |
| 66 Harper's Bazaar | 9,436 | 66 People | 0.6% |
| 67 This Old House | 9,168 | 67 Prevention | 0.2% |
| 68 House Beautiful | 9,053 | 68 Parents | 0.2% |
| 69 Fit Pregnancy & Baby | 9,035 | 69 Taste of Home | 0.1% |
| 70 Kraft Food & Family | 8,956 | 70 National Geographic Kids | -0.3% |
| 71 Marie Claire | 8,831 | 71 Fast Company | -0.6% |
| 72 Muscle & Fitness | 8,793 | 72 Road & Track | -0.7% |
| 73 Condé Nast Traveler | 8,524 | 73 Martha Stewart Living | -0.9% |
| 74 Fast Company | 8,397 | 74 Forbes | -1.0% |
| 75 Brides | 8,088 | 75 Outdoor Life | -1.1% |
| 76 StyleWatch | 8,087 | 76 Health | -1.4% |
| 77 Redbook | 7,895 | 77 Time | -1.8% |
| 78 People en Español | 7,846 | 78 Game & Fish | -1.8% |
| 79 Golf Magazine | 7,503 | 79 Cosmopolitan | -1.9% |
| 80 National Geographic Kids | 7,435 | 80 Fit Pregnancy & Baby | -2.1% |
| 81 National Enquirer | 7,269 | 81 Hot Rod | -2.2% |

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|---|-------|--|-------|
| Magazine Brand | | Magazine Brand | |
| 82 OK! Magazine | 7,140 | 82 Redbook | -2.2% |
| 83 Diabetic Living | 7,094 | 83 Better Homes and Gardens | -2.7% |
| 84 Outdoor Life | 6,869 | 84 Saveur | -2.9% |
| 85 Game & Fish | 6,748 | 85 Backpacker | -3.0% |
| 86 Architectural Digest | 6,649 | 86 Entertainment Weekly | -3.7% |
| 87 Departures | 6,474 | 87 Sports Illustrated | -3.7% |
| 88 Star | 6,473 | 88 House Beautiful | -3.7% |
| 89 The Economist | 6,442 | 89 Bon Appétit/Epicurious | -3.8% |
| 90 Runner's World | 6,274 | 90 Money | -3.9% |
| 91 Rachael Ray Every Day | 6,193 | 91 Allrecipes | -3.9% |
| 92 Coastal Living | 5,996 | 92 Men's Fitness | -4.1% |
| 93 Hot Rod | 5,796 | 93 Essence | -4.4% |
| 94 Sunset | 5,736 | 94 Ski | -4.5% |
| 95 Town & Country | 5,709 | 95 Autoweek | -4.6% |
| 96 Road & Track | 5,670 | 96 Food Network Magazine | -4.9% |
| 97 Playboy | 5,388 | 97 People en Español | -5.0% |
| 98 Traditional Home | 4,937 | 98 The Atlantic | -5.4% |
| 99 FamilyFun | 4,512 | 99 Star | -5.7% |
| 100 Petersen's Hunting | 4,391 | 100 Family Circle | -6.1% |
| 101 Men's Journal | 4,328 | 101 Woman's Day | -6.4% |
| 102 In-Fisherman | 4,120 | 102 Glamour | -6.5% |
| 103 Automobile | 4,076 | 103 Bicycling | -7.0% |
| 104 Midwest Living | 3,863 | 104 This Old House | -7.3% |
| 105 Elle Decor | 3,632 | 105 Rachael Ray Every Day | -7.9% |
| 106 Mother Earth News | 3,624 | 106 Petersen's Hunting | -8.1% |
| 107 Texas Monthly | 3,341 | 107 Fortune | -8.4% |
| 108 4 Wheel & Off Road | 3,141 | 108 Muscle & Fitness | -8.6% |
| 109 Soap Opera Digest | 3,123 | 109 O, The Oprah Magazine | -9.1% |

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| 110 Autoweek | 3,046 | 110 Men's Journal | -9.2% |
| 111 Bicycling | 2,956 | 111 Motorcyclist | -9.9% |
| 112 Saveur | 2,866 | 112 ESPN The Magazine | -10.1% |
| 113 Discover | 2,649 | 113 StyleWatch | -10.3% |
| 114 domino | 2,649 | 114 Sunset | -10.5% |
| 115 Street Rodder | 2,627 | 115 Ser Padres | -12.1% |
| 116 W | 2,580 | 116 InStyle | -13.9% |
| 117 Yoga Journal | 2,468 | 117 Runner's World | -13.9% |
| 118 NYLON | 2,311 | 118 Cooking Light | -15.3% |
| 119 Car Craft | 2,221 | 119 Shape | -15.6% |
| 120 Cycle World | 2,148 | 120 The New Yorker | -17.3% |
| 121 Backpacker | 2,000 | 121 Esquire | -17.5% |
| 122 Ser Padres | 1,985 | 122 Midwest Living | -18.1% |
| 123 Motorcyclist | 1,658 | 123 Us Weekly | -19.0% |
| 124 Veranda | 1,641 | 124 Cycle World | -19.1% |
| 125 Dirt Rider | 1,604 | 125 OK! Magazine | -23.0% |
| 126 Flying | 1,446 | 126 Mother Earth News | -24.7% |
| 127 Ski | 1,347 | 127 Playboy | -32.2% |