



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	March 2017 Total 360° Audience (000)	Magazine Brand	March 2017 vs. March 2016 Total 360° Audience (% change)
1 ESPN The Magazine	95,604	1 Condé Nast Traveler	65.5%
2 People	78,118	2 Teen Vogue	53.4%
3 WebMD Magazine	60,936	3 Autoweek	44.4%
4 Forbes	60,268	4 Backpacker	36.8%
5 Allrecipes	58,063	5 Dirt Rider	33.4%
6 Better Homes and Gardens	47,620	6 Allure	31.7%
7 Time	44,730	7 Town & Country	30.9%
8 AARP	44,716	8 Travel + Leisure	29.8%
9 National Geographic	41,595	9 Discover	29.0%
10 Cosmopolitan	32,775	10 Vanity Fair	27.6%
11 Sports Illustrated	32,307	11 In-Fisherman	26.8%
12 Good Housekeeping	31,573	12 Elle	25.9%
13 Entertainment Weekly	27,135	13 New York Magazine	24.7%
14 Taste of Home	25,209	14 Harper's Bazaar	24.4%
15 New York Magazine	24,903	15 4 Wheel & Off Road	24.3%
16 Vanity Fair	24,763	16 Veranda	22.2%
17 Country Living	24,716	17 Smithsonian	20.4%
18 Reader's Digest	23,518	18 The New Yorker	20.1%
19 Bon Appétit/Epicurious	22,788	19 Country Living	18.8%
20 Glamour	21,729	20 House Beautiful	16.9%
21 Southern Living	21,684	21 National Geographic Traveler	16.7%
22 Woman's Day	20,758	22 Glamour	16.6%
23 Men's Health	20,614	23 Diabetic Living	16.5%
24 The New Yorker	20,052	24 Popular Science	16.3%
25 The Atlantic	19,918	25 Marie Claire	16.3%

Magazine Brand	March 2017 Total 360° Audience (000)	Magazine Brand	March 2017 vs. March 2016 Total 360° Audience (% change)
26 Women's Health	19,915	26 Self	16.1%
27 Parents	19,602	27 Elle Decor	15.2%
28 Vogue	19,000	28 Game & Fish	14.3%
29 Fortune	18,297	29 Wired	13.9%
30 Food Network Magazine	17,973	30 Car Craft	13.2%
31 Health	17,647	31 Good Housekeeping	12.4%
32 Car and Driver	17,066	32 Field & Stream	11.9%
33 Martha Stewart Living	16,830	33 HGTV Magazine	11.4%
34 Family Circle	16,345	34 Golf Digest	11.4%
35 Wired	16,215	35 Street Rodder	11.2%
36 GQ	16,090	36 Allrecipes	11.0%
37 Real Simple	15,384	37 Architectural Digest	9.9%
38 Shape	15,219	38 Guns & Ammo	9.7%
39 Elle	14,434	39 Vogue	9.5%
40 Prevention	14,162	40 Rachael Ray Every Day	9.4%
41 Cooking Light	13,819	41 Men's Health	9.3%
42 Food & Wine	13,639	42 Outdoor Life	9.2%
43 InStyle	13,544	43 Women's Health	7.7%
44 Allure	13,540	44 Traditional Home	7.6%
45 Travel + Leisure	13,266	45 GQ	7.5%
46 O, The Oprah Magazine	12,964	46 EatingWell	6.5%
47 Popular Mechanics	12,941	47 Cycle World	6.4%
48 Smithsonian	12,664	48 Golf Magazine	6.1%
49 Men's Fitness	12,466	49 National Geographic Kids	5.5%
50 National Geographic Traveler	12,246	50 Ser Padres	5.5%
51 Guns & Ammo	11,733	51 Time	5.2%
52 Teen Vogue	11,613	52 Departures	4.1%
53 Field & Stream	11,051	53 National Geographic	3.9%

**March 2017
Total 360° Audience
(000)**

**March 2017 vs. March
2016 Total 360° Audience
(% change)**

Magazine Brand	Total 360° Audience (000)
54 EatingWell	10,902
55 Condé Nast Traveler	10,795
56 Popular Science	10,655
57 Motor Trend	10,548
58 Essence	10,458
59 Self	10,429
60 Money	10,288
61 Esquire	10,274
62 Seventeen	10,117
63 Harper's Bazaar	10,086
64 HGTV Magazine	9,918
65 Redbook	9,703
66 Marie Claire	9,608
67 Entrepreneur	9,595
68 House Beautiful	9,463
69 Muscle & Fitness	9,462
70 The Family Handyman	9,380
71 Kraft Food & Family	9,229
72 Fit Pregnancy & Baby	9,069
73 This Old House	8,991
74 StyleWatch	8,846
75 Golf Digest	8,177
76 Runner's World	8,063
77 People en Español	7,993
78 National Geographic Kids	7,822
79 National Enquirer	7,684
80 Brides	7,641
81 OK! Magazine	7,292

Magazine Brand	% change
54 Woman's Day	3.9%
55 Car and Driver	3.6%
56 Yoga Journal	3.6%
57 Runner's World	2.9%
58 Ski	2.4%
59 W	2.3%
60 Money	2.1%
61 Brides	1.9%
62 Food Network Magazine	1.9%
63 Coastal Living	1.9%
64 Fit Pregnancy & Baby	1.8%
65 WebMD Magazine	1.7%
66 Men's Fitness	1.6%
67 The Atlantic	1.4%
68 People	1.2%
69 Southern Living	1.1%
70 Forbes	1.1%
71 Family Circle	0.8%
72 Road & Track	0.4%
73 Kraft Food & Family	0.4%
74 Taste of Home	0.4%
75 Food & Wine	0.4%
76 The Economist	0.4%
77 Better Homes and Gardens	0.3%
78 The Family Handyman	0.3%
79 Redbook	-0.2%
80 Soap Opera Digest	-0.2%
81 Bicycling	-0.4%

March 2017 Total 360° Audience (000)		March 2017 vs. March 2016 Total 360° Audience (% change)	
Magazine Brand		Magazine Brand	
82 Fast Company	7,233	82 Cosmopolitan	-0.5%
83 Diabetic Living	7,093	83 Reader's Digest	-1.1%
84 Game & Fish	7,009	84 AARP	-1.2%
85 Playboy	7,004	85 People en Español	-1.3%
86 Outdoor Life	6,968	86 This Old House	-2.5%
87 Golf Magazine	6,870	87 Bon Appétit/Epicurious	-2.5%
88 Rachael Ray Every Day	6,720	88 Seventeen	-2.7%
89 Star	6,663	89 Prevention	-2.9%
90 Departures	6,546	90 Petersen's Hunting	-3.1%
91 The Economist	6,380	91 Entertainment Weekly	-3.9%
92 Town & Country	6,362	92 Hot Rod	-4.0%
93 Hot Rod	6,003	93 Fortune	-4.2%
94 Sunset	5,717	94 InStyle	-4.9%
95 Architectural Digest	5,705	95 ESPN The Magazine	-4.9%
96 Road & Track	5,337	96 National Enquirer	-5.4%
97 Coastal Living	5,113	97 Mother Earth News	-5.5%
98 Petersen's Hunting	4,509	98 Motor Trend	-6.8%
99 Mother Earth News	4,408	99 Parents	-7.2%
100 Traditional Home	4,396	100 Saveur	-7.3%
101 Autoweek	4,305	101 Popular Mechanics	-7.5%
102 Midwest Living	4,101	102 Motorcyclist	-8.3%
103 In-Fisherman	4,011	103 Flying	-8.4%
104 Automobile	3,729	104 Muscle & Fitness	-9.0%
105 FamilyFun	3,664	105 Entrepreneur	-9.9%
106 Soap Opera Digest	3,158	106 Star	-10.1%
107 Elle Decor	3,118	107 Real Simple	-10.8%
108 Saveur	3,056	108 Shape	-10.9%
109 4 Wheel & Off Road	3,054	109 Sports Illustrated	-11.0%

Magazine Brand	March 2017 Total 360° Audience (000)	Magazine Brand	March 2017 vs. March 2016 Total 360° Audience (% change)
110 Texas Monthly	2,956	110 Health	-11.6%
111 NYLON	2,850	111 O, The Oprah Magazine	-11.7%
112 Discover	2,774	112 FamilyFun	-11.8%
113 Bicycling	2,679	113 Midwest Living	-13.7%
114 Street Rodder	2,677	114 Sunset	-14.7%
115 Cycle World	2,588	115 Automobile	-14.9%
116 Yoga Journal	2,426	116 Martha Stewart Living	-15.3%
117 W	2,385	117 domino	-15.8%
118 Car Craft	2,305	118 Texas Monthly	-17.5%
119 Ser Padres	2,189	119 Cooking Light	-18.0%
120 Dirt Rider	2,075	120 Essence	-19.6%
121 Backpacker	1,821	121 StyleWatch	-24.0%
122 domino	1,723	122 Esquire	-26.3%
123 Motorcyclist	1,654	123 Playboy	-26.9%
124 Veranda	1,523	124 NYLON	-27.6%
125 Ski	1,449	125 Fast Company	-39.0%
126 Flying	1,183	126 OK! Magazine	-52.2%