



MAGAZINE MEDIA 360°

Brand Audience Report

Magazine Brand	May 2017 Total 360° Audience (000)	Magazine Brand	May 2017 vs. May 2016 Total 360° Audience (% change)
1 ESPN The Magazine	88,956	1 W	125.9%
2 People	78,043	2 NYLON	66.8%
3 Forbes	67,429	3 Money	61.7%
4 WebMD Magazine	60,459	4 The Atlantic	61.5%
5 Better Homes and Gardens	49,106	5 Teen Vogue	61.4%
6 Allrecipes	48,368	6 Veranda	43.2%
7 AARP	45,285	7 Popular Science	41.2%
8 Time	44,237	8 Vanity Fair	40.1%
9 National Geographic	43,140	9 Town & Country	39.0%
10 Sports Illustrated	32,614	10 Texas Monthly	37.3%
11 Good Housekeeping	31,876	11 New York Magazine	30.0%
12 Cosmopolitan	30,105	12 Traditional Home	29.4%
13 Entertainment Weekly	28,852	13 Architectural Digest	29.0%
14 The Atlantic	26,897	14 The Economist	29.0%
15 Country Living	25,150	15 The New Yorker	25.6%
16 Vanity Fair	25,029	16 Backpacker	25.5%
17 New York Magazine	25,020	17 Allure	25.1%
18 Reader's Digest	24,390	18 Country Living	24.9%
19 Us Weekly	24,038	19 Brides	24.6%
20 Bon Appétit/Epicurious	23,221	20 Elle Decor	24.4%
21 Taste of Home	22,840	21 Yoga Journal	22.2%
22 Southern Living	22,719	22 Smithsonian	20.8%
23 Parents	22,710	23 Coastal Living	20.4%
24 Vogue	21,017	24 Marie Claire	17.9%

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25 Men's Health	20,903	25 National Geographic Traveler	17.7%
26 The New Yorker	19,407	26 Condé Nast Traveler	16.8%
27 Women's Health	19,242	27 In-Fisherman	16.6%
28 Woman's Day	19,109	28 Travel + Leisure	16.2%
29 Glamour	18,375	29 GQ	13.8%
30 Health	17,023	30 Automobile	13.0%
31 GQ	16,924	31 Wired	12.5%
32 Food Network Magazine	16,854	32 4 Wheel & Off Road	12.1%
33 Car and Driver	16,815	33 Golf Digest	11.7%
34 Martha Stewart Living	16,320	34 Autoweek	11.4%
35 Money	15,634	35 Forbes	11.4%
36 Wired	15,487	36 Road & Track	11.2%
37 Family Circle	15,125	37 Parents	10.5%
38 Real Simple	14,497	38 Field & Stream	10.4%
39 Food & Wine	14,054	39 Discover	9.7%
40 Allure	14,019	40 Guns & Ammo	9.2%
41 Popular Mechanics	13,849	41 Vogue	8.9%
42 Fortune	13,807	42 HGTV Magazine	8.5%
43 Smithsonian	13,543	43 Motor Trend	8.5%
44 Shape	13,416	44 FamilyFun	8.4%
45 Prevention	13,352	45 National Geographic	8.3%
46 InStyle	13,249	46 Soap Opera Digest	8.3%
47 O, The Oprah Magazine	13,046	47 Southern Living	7.7%
48 National Geographic Traveler	13,000	48 Golf Magazine	6.9%
49 Elle	12,874	49 Diabetic Living	6.5%
50 Popular Science	12,764	50 Ski	6.5%
51 Cooking Light	12,619	51 Departures	5.9%
52 Travel + Leisure	12,496	52 Good Housekeeping	5.6%

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53 Teen Vogue	12,151	53 Men's Health	5.3%
54 Men's Fitness	11,802	54 Harper's Bazaar	4.4%
55 Guns & Ammo	11,773	55 EatingWell	4.1%
56 Field & Stream	11,450	56 Car Craft	3.6%
57 Motor Trend	11,212	57 Popular Mechanics	3.0%
58 Esquire	10,694	58 Essence	2.7%
59 Essence	10,569	59 WebMD Magazine	2.6%
60 EatingWell	10,481	60 Street Rodder	2.4%
61 HGTV Magazine	10,435	61 National Geographic Kids	2.3%
62 Entrepreneur	10,369	62 AARP	2.3%
63 The Family Handyman	10,089	63 Women's Health	2.1%
64 StyleWatch	10,056	64 Better Homes and Gardens	2.0%
65 Seventeen	9,989	65 Car and Driver	1.7%
66 This Old House	9,567	66 Elle	1.2%
67 Golf Digest	9,253	67 The Family Handyman	0.8%
68 Fit Pregnancy & Baby	9,064	68 People	0.7%
69 Harper's Bazaar	8,954	69 Food & Wine	0.3%
70 Marie Claire	8,928	70 Fit Pregnancy & Baby	0.3%
71 Muscle & Fitness	8,842	71 Health	-0.6%
72 Brides	8,695	72 Entertainment Weekly	-0.7%
73 House Beautiful	8,650	73 Outdoor Life	-0.9%
74 Kraft Food & Family	8,240	74 Reader's Digest	-1.7%
75 Condé Nast Traveler	8,127	75 Saveur	-2.0%
76 Redbook	8,041	76 Bon Appétit/Epicurious	-2.3%
77 People en Español	7,873	77 Entrepreneur	-2.6%
78 Fast Company	7,769	78 Game & Fish	-2.7%
79 National Geographic Kids	7,663	79 Time	-2.8%
80 National Enquirer	7,326	80 Motorcyclist	-3.1%

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81 Golf Magazine	7,269	81 House Beautiful	-3.3%
82 The Economist	7,219	82 Allrecipes	-3.3%
83 Diabetic Living	7,028	83 Flying	-3.5%
84 Outdoor Life	6,968	84 People en Español	-4.0%
85 OK! Magazine	6,934	85 Dirt Rider	-4.0%
86 Runner's World	6,734	86 Hot Rod	-4.2%
87 Game & Fish	6,721	87 O, The Oprah Magazine	-4.6%
88 Architectural Digest	6,577	88 Kraft Food & Family	-4.7%
89 Star	6,515	89 Taste of Home	-5.3%
90 Departures	6,477	90 Cosmopolitan	-5.3%
91 Rachael Ray Every Day	6,207	91 ESPN The Magazine	-5.4%
92 Town & Country	6,158	92 Sports Illustrated	-5.4%
93 Sunset	6,033	93 Real Simple	-5.6%
94 Hot Rod	5,865	94 StyleWatch	-5.9%
95 Coastal Living	5,828	95 Prevention	-6.1%
96 Playboy	5,790	96 Food Network Magazine	-6.6%
97 Road & Track	5,453	97 Family Circle	-6.6%
98 Traditional Home	5,039	98 Men's Fitness	-6.7%
99 NYLON	4,438	99 Woman's Day	-6.9%
100 FamilyFun	4,407	100 Shape	-7.3%
101 Petersen's Hunting	4,361	101 Seventeen	-7.4%
102 Automobile	4,127	102 Petersen's Hunting	-7.6%
103 In-Fisherman	4,101	103 Esquire	-8.0%
104 Midwest Living	3,902	104 This Old House	-8.5%
105 Autoweek	3,849	105 Martha Stewart Living	-8.8%
106 Elle Decor	3,749	106 Glamour	-9.1%
107 Mother Earth News	3,734	107 Ser Padres	-9.9%
108 Texas Monthly	3,674	108 Rachael Ray Every Day	-10.2%

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109 4 Wheel & Off Road	3,158	109 Redbook	-10.3%
110 Soap Opera Digest	3,126	110 National Enquirer	-11.5%
111 Saveur	2,976	111 Star	-12.1%
112 W	2,942	112 Sunset	-12.7%
113 Bicycling	2,791	113 Bicycling	-13.0%
114 Discover	2,696	114 Muscle & Fitness	-13.1%
115 Street Rodder	2,669	115 Runner's World	-13.9%
116 Yoga Journal	2,638	116 Midwest Living	-14.1%
117 Car Craft	2,238	117 Mother Earth News	-14.4%
118 Cycle World	2,219	118 Cycle World	-15.5%
119 Ser Padres	2,029	119 Fortune	-15.5%
120 Backpacker	1,828	120 InStyle	-16.2%
121 domino	1,743	121 Cooking Light	-22.9%
122 Veranda	1,723	122 domino	-25.9%
123 Motorcyclist	1,668	123 Us Weekly	-30.7%
124 Dirt Rider	1,508	124 Fast Company	-32.4%
125 Ski	1,397	125 OK! Magazine	-33.4%
126 Flying	1,165	126 Playboy	-35.4%