

Magazine Brand	Publishing Company	CURRENT MONTH - December 2017 (000)					YEAR AGO - December 2016 (000)					December 2017 vs. December 2016 (% change)					YTD AVERAGE - as of December 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off Road	TEN	3,014	42	101	3	3,159	2,648	42	63	11	2,764	13.8%	-1.0%	59.9%	-74.0%	14.3%	2,965	49	105	1	3,120	17.8%	-12.7%	-14.2%	-89.2%	15.2%
AARP	AARP Media	38,557	3,443	8,599	-	50,599	37,501	4,041	3,789	51	45,382	2.8%	-14.8%	126.9%	-100.0%	11.5%	38,285	3,656	4,383	18	46,343	4.6%	-2.8%	1.2%	-85.7%	3.4%
Allrecipes	Meredith Corporation	7,806	13,954	41,521	1,589	64,870	8,189	16,351	44,104	2,099	70,743	-4.7%	-14.7%	-5.9%	-24.3%	-8.3%	7,947	11,866	32,851	1,424	54,087	2.8%	-6.6%	2.2%	21.8%	0.7%
Allure	Condé Nast	5,648	1,189	3,796	1,971	12,604	6,225	971	5,838	1,582	14,615	-9.3%	22.5%	-35.0%	24.6%	-13.8%	5,798	1,153	4,441	1,715	13,106	2.9%	14.1%	12.3%	201.0%	17.3%
Architectural Digest	Condé Nast	4,047	378	1,712	247	6,383	4,257	495	1,508	667	6,927	-4.9%	-23.7%	13.5%	-63.0%	-7.9%	4,416	470	1,144	280	6,310	15.5%	6.5%	17.2%	204.7%	18.3%
Automobile	TEN	3,295	222	157	-	3,674	3,308	489	178	-	3,975	-0.4%	-54.6%	-11.8%	-	-7.6%	3,498	258	208	-	3,964	7.1%	-5.1%	-22.8%	-100.0%	3.2%
Backpacker	Active Interest Media	1,455	178	245	-	1,878	1,298	97	98	-	1,493	12.1%	83.5%	150.0%	-	25.8%	1,390	221	242	-	1,852	12.1%	35.4%	69.2%	-	19.9%
Better Homes and Gardens	Meredith Corporation	36,324	5,422	5,556	424	47,726	36,951	5,390	5,654	524	48,519	-1.7%	0.6%	-1.7%	-19.1%	-1.6%	37,303	4,670	5,048	463	47,484	0.8%	14.3%	-19.9%	33.3%	-0.6%
Bicycling	Rodale Inc.	1,334	276	498	-	2,108	1,629	389	715	-	2,733	-18.1%	-29.0%	-30.3%	-	-22.9%	1,464	348	800	11	2,623	-7.9%	-6.7%	-1.2%	+	-5.4%
Birds & Blooms	Trusted Media Brands	5,017	102	137	-	5,256	5,510	101	141	-	5,752	-8.9%	1.0%	-2.8%	-	-8.6%	5,399	142	276	-	5,818	4.7%	4.4%	30.1%	-	5.7%
Bon Appétit/Epicurious	Condé Nast	6,592	4,275	12,017	5,753	28,638	6,880	5,244	14,096	2,342	28,562	-4.2%	-18.5%	-14.7%	145.6%	0.3%	7,018	3,737	10,163	2,756	23,674	5.1%	-23.5%	-9.3%	42.5%	-4.1%
Brides	Condé Nast	5,437	595	2,545	1,387	9,963	4,921	626	2,105	445	8,097	10.5%	-4.9%	20.9%	211.4%	23.1%	5,177	854	1,485	676	8,192	11.0%	0.2%	-13.9%	253.6%	10.2%
Car and Driver	Hearst Magazines	8,712	1,937	4,816	70	15,536	9,451	2,217	4,693	101	16,462	-7.8%	-12.6%	2.6%	-30.5%	-5.6%	9,356	2,174	4,941	53	16,524	7.7%	-16.4%	3.3%	-56.0%	2.1%
Car Craft	TEN	2,222	42	43	5	2,311	2,192	42	50	19	2,302	1.4%	-0.8%	-13.7%	-74.0%	0.4%	2,171	44	46	6	2,267	9.6%	-12.2%	-39.3%	-64.6%	6.7%
Coastal Living	Time Inc.	4,622	203	813	-	5,639	4,206	259	486	-	4,951	9.9%	-21.4%	67.3%	-	13.9%	4,665	236	719	-	5,621	16.9%	-8.0%	27.1%	-	16.7%
Condé Nast Traveler	Condé Nast	3,472	668	3,477	2,464	10,081	3,376	844	4,612	445	9,278	2.8%	-20.9%	-24.6%	453.3%	8.7%	3,468	842	2,867	1,435	8,612	5.6%	-3.4%	1.2%	650.2%	19.9%
Cooking Light	Time Inc.	9,769	823	2,012	34	12,638	10,579	789	2,085	59	13,512	-7.7%	4.3%	-3.5%	-42.8%	-6.5%	10,074	901	2,073	73	13,121	-7.8%	-31.7%	-34.0%	314.6%	-14.8%
Cosmopolitan	Hearst Magazines	16,158	2,371	13,589	558	32,676	17,133	3,048	12,373	1,505	34,059	-5.7%	-22.2%	9.8%	-62.9%	-4.1%	16,720	2,378	12,689	894	32,680	4.9%	-23.5%	-2.9%	-15.7%	-1.5%
Country Living	Hearst Magazines	11,798	2,604	8,252	314	22,968	11,657	2,933	9,519	1,183	25,293	1.2%	-11.2%	-13.3%	-73.4%	-9.2%	11,930	2,669	8,972	929	24,499	1.8%	-1.0%	12.9%	259.6%	8.3%
Cycle World	Bonnier Corporation	1,404	206	555	-	2,165	1,951	164	212	-	2,327	-28.0%	25.6%	161.8%	-	-7.0%	1,655	236	395	-	2,286	-16.8%	26.2%	22.8%	-	-8.5%
Departures	Time Inc.	6,436	30	107	-	6,573	6,094	310	100	-	6,503	5.6%	-90.5%	7.9%	-	1.1%	6,436	51	53	-	6,540	5.6%	-67.6%	20.8%	-	3.9%
Diabetic Living	Meredith Corporation	6,662	117	248	-	7,027	6,153	104	186	-	6,443	8.3%	12.5%	33.3%	-	9.1%	6,664	131	268	-	7,063	8.5%	-5.2%	14.9%	-	8.4%
Dirt Rider	Bonnier Corporation	1,363	37	193	-	1,593	1,346	36	80	-	1,462	1.3%	2.8%	141.3%	-	9.0%	1,356	100	119	-	1,575	-2.0%	87.5%	39.6%	-	3.5%
Discover	Kalmbach Publishing Co.	2,141	135	84	-	2,360	1,903	225	107	-	2,235	12.5%	-40.0%	-21.5%	-	5.6%	2,231	194	161	-	2,585	15.7%	-10.6%	0.9%	-	12.2%
domino	Domino Media Group, Inc.	1,140	307	968	-	2,414	1,060	148	931	-	2,139	7.5%	107.4%	3.9%	-	12.9%	1,140	203	896	-	2,239	7.5%	46.9%	-23.4%	-	-5.5%
EatingWell	Meredith Corporation	6,803	1,287	2,027	-	10,117	6,060	1,306	2,366	99	9,831	12.3%	-1.5%	-14.3%	-100.0%	2.9%	6,434	1,871	2,451	77	10,834	5.1%	38.8%	3.0%	130.3%	9.6%
Elle	Hearst Magazines	4,570	1,685	6,487	573	13,315	5,476	2,187	8,248	3,662	19,573	-16.5%	-23.0%	-21.3%	-84.4%	-32.0%	4,918	1,824	6,194	1,024	13,960	-9.8%	-10.6%	17.9%	20.1%	2.7%
Elle Decor	Hearst Magazines	2,231	358	811	115	3,515	2,059	340	852	413	3,663	8.4%	5.5%	-4.8%	-72.2%	-4.0%	2,154	363	751	296	3,563	14.3%	7.1%	12.9%	547.5%	21.4%
Entertainment Weekly	Time Inc.	9,360	4,258	14,432	1,600	29,650	9,929	3,909	13,284	1,295	28,418	-5.7%	8.9%	8.6%	23.5%	4.3%	9,954	3,953	13,901	2,113	29,922	10.0%	-17.3%	0.2%	34.6%	2.2%
Entrepreneur	Entrepreneur Media	3,149	3,843	2,505	6,729	16,226	3,061	3,554	2,773	27	9,415	2.9%	8.1%	-9.7%	24822.2%	72.3%	3,061	3,055	2,653	4,886	13,655	16.2%	-18.2%	-15.8%	1515.7%	39.0%
ESPN The Magazine	ESPN, Inc.	17,459	26,908	57,709	13,165	115,241	18,397	23,090	47,939	8,314	97,740	-5.1%	16.5%	20.4%	58.3%	17.9%	17,371	22,707	50,878	11,289	102,245	2.4%	-3.5%	-1.0%	2.2%	-0.7%

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Esquire	Hearst Magazines	3,019	2,165	7,349	398	12,931	3,317	2,636	6,095	214	12,262	-9.0%	-17.9%	20.6%	86.1%	5.5%	3,344	1,881	5,842	276	11,344	10.5%	-42.6%	-0.8%	-65.5%	-12.7%
Essence	Time Inc.	6,363	591	2,741	117	9,812	6,626	459	3,742	221	11,048	-4.0%	28.6%	-26.7%	-47.0%	-11.2%	6,685	697	3,099	148	10,629	-1.6%	3.1%	-18.5%	57.4%	-6.5%
Family Circle	Meredith Corporation	12,747	345	247	-	13,339	15,736	91	539	-	16,366	-19.0%	279.1%	-54.2%	-	-18.5%	14,653	364	205	-	15,222	-7.8%	178.7%	-6.8%	-	-6.3%
FamilyFun	Meredith Corporation	4,848	33	83	1	4,965	3,664	24	99	3	3,790	32.3%	37.5%	-16.2%	-66.7%	31.0%	4,233	16	42	1	4,291	5.1%	8.9%	-7.8%	-23.3%	5.0%
Fast Company	Mansueto Ventures	2,103	1,630	4,843	35	8,611	2,175	2,074	3,699	-	7,948	-3.3%	-21.4%	30.9%	+	8.3%	2,145	2,102	3,821	34	8,102	-2.3%	-17.5%	-21.2%	-84.3%	-17.4%
Field & Stream	Bonnier Corporation	9,050	495	2,022	-	11,567	9,292	744	1,610	-	11,646	-2.6%	-33.5%	25.6%	-	-0.7%	9,435	451	1,549	22	11,457	11.3%	-15.6%	13.7%	-52.7%	10.0%
Fit Pregnancy & Baby	Meredith Corporation	7,000	195	1,416	-	8,611	7,000	289	2,451	-	9,740	0.0%	-32.5%	-42.2%	-	-11.6%	7,000	245	1,748	-	8,993	0.0%	-20.2%	-2.0%	-	-1.1%
Flying	Bonnier Corporation	1,041	107	144	-	1,292	846	35	141	-	1,022	23.0%	205.7%	2.1%	-	26.4%	960	120	183	-	1,263	4.8%	2.1%	25.7%	-	7.1%
Food & Wine	Time Inc.	7,432	1,628	5,169	150	14,379	8,150	2,275	6,780	51	17,255	-8.8%	-28.4%	-23.8%	196.6%	-16.7%	8,101	1,396	4,125	186	13,808	6.1%	-15.2%	-15.6%	287.1%	-2.9%
Food Network Magazine	Hearst Magazines	12,902	1,200	3,661	184	17,947	13,874	1,489	4,376	229	19,969	-7.0%	-19.4%	-16.3%	-19.8%	-10.1%	13,460	942	3,007	140	17,550	1.1%	-28.8%	-12.4%	7.7%	-3.6%
Forbes	Forbes Media	7,402	17,464	41,796	6,870	73,532	7,776	14,872	37,040	1,379	61,067	-4.8%	17.4%	12.8%	398.2%	20.4%	7,453	16,840	38,847	5,091	68,231	1.5%	-7.4%	11.8%	111.0%	8.8%
Fortune	Time Inc.	3,291	4,384	12,035	1,845	21,556	3,668	3,415	5,826	725	13,633	-10.3%	28.4%	106.6%	154.6%	58.1%	3,721	3,455	7,984	1,396	16,557	8.4%	-26.9%	7.0%	57.5%	0.3%
Game & Fish	Outdoor Sportsman Group	6,310	86	308	-	6,704	6,535	108	217	-	6,860	-3.4%	-20.4%	41.9%	-	-2.3%	6,349	115	321	3	6,787	2.5%	-14.0%	17.0%	+	2.8%
Glamour	Condé Nast	9,846	1,113	4,612	2,111	17,681	10,485	1,578	4,887	2,834	19,783	-6.1%	-29.5%	-5.6%	-25.5%	-10.6%	10,234	1,392	5,337	1,904	18,867	1.8%	-29.0%	-6.0%	10.2%	-2.8%
Golf Digest	Condé Nast	4,684	486	1,996	1,533	8,699	5,131	491	1,481	249	7,352	-8.7%	-0.9%	34.8%	516.4%	18.3%	4,945	635	2,263	1,102	8,944	3.0%	4.0%	38.2%	77.1%	16.6%
Golf Magazine	Time Inc.	4,539	580	938	120	6,178	4,864	586	891	185	6,527	-6.7%	-1.1%	5.3%	-35.0%	-5.3%	4,640	757	1,380	256	7,033	2.5%	10.5%	7.8%	23.6%	5.0%
Good Housekeeping	Hearst Magazines	19,451	3,688	11,999	838	35,976	19,468	3,968	9,920	178	33,534	-0.1%	-7.1%	21.0%	370.0%	7.3%	19,666	3,098	8,065	476	31,305	2.6%	-24.6%	18.6%	210.3%	3.5%
GQ	Condé Nast	6,022	1,645	6,596	4,913	19,176	6,417	2,099	9,059	3,977	21,552	-6.2%	-21.6%	-27.2%	23.5%	-11.0%	6,350	1,627	6,147	2,815	16,939	4.0%	-18.3%	3.2%	53.4%	6.6%
Guns & Ammo	Outdoor Sportsman Group	11,674	202	460	51	12,387	11,106	310	524	-	11,940	5.1%	-34.8%	-12.2%	+	3.7%	11,299	189	400	4	11,892	11.2%	-39.2%	-22.9%	45.7%	8.2%
Harper's Bazaar	Hearst Magazines	3,030	1,176	7,320	1,119	12,645	3,073	1,265	4,875	6,733	15,946	-1.4%	-7.0%	50.2%	-83.4%	-20.7%	2,869	1,138	4,634	1,340	9,981	-11.1%	-38.3%	20.1%	-1.3%	-3.0%
Health	Time Inc.	9,294	1,505	4,761	139	15,700	8,918	1,860	5,847	121	16,746	4.2%	-19.1%	-18.6%	15.1%	-6.2%	9,275	1,739	5,497	202	16,713	12.7%	-26.8%	-18.6%	95.0%	-4.3%
HGTV Magazine	Hearst Magazines	10,382	150	309	28	10,869	9,455	154	303	42	9,954	9.8%	-2.5%	1.9%	-33.8%	9.2%	9,806	166	339	30	10,340	10.5%	-7.8%	-40.4%	-23.1%	7.0%
Hot Rod	TEN	5,409	160	164	18	5,751	5,573	160	190	71	5,994	-2.9%	-	-13.7%	-74.0%	-4.0%	5,502	168	177	23	5,869	-0.5%	-12.1%	-39.3%	-64.6%	-3.4%
House Beautiful	Hearst Magazines	5,288	869	3,661	146	9,964	6,079	864	2,774	549	10,266	-13.0%	0.5%	32.0%	-73.4%	-2.9%	5,919	822	2,151	82	8,974	5.7%	-33.1%	-2.7%	70.2%	-1.2%
In-Fisherman	Outdoor Sportsman Group	3,903	41	-	-	3,944	3,985	26	63	-	4,074	-2.1%	57.7%	-100.0%	-	-3.2%	4,013	35	17	-	4,065	20.0%	-9.7%	-81.3%	-	16.9%
InStyle	Time Inc.	8,155	1,828	4,057	181	14,221	9,047	1,782	6,801	70	17,699	-9.9%	2.6%	-40.4%	159.6%	-19.7%	8,602	1,404	3,385	190	13,581	-1.8%	-18.3%	-32.8%	274.0%	-12.7%
Kraft Food & Family	Meredith Corporation	2,250	2,213	6,497	-	10,960	2,250	2,642	7,059	155	12,106	0.0%	-16.2%	-8.0%	-100.0%	-9.5%	2,250	1,787	4,997	48	9,083	0.0%	-14.0%	1.6%	-60.1%	-3.0%
Marie Claire	Hearst Magazines	2,938	1,302	5,580	898	10,719	3,360	1,479	4,146	6,768	15,753	-12.6%	-11.9%	34.6%	-86.7%	-32.0%	3,155	1,152	3,722	1,689	9,719	0.0%	-16.1%	16.7%	-13.9%	0.4%
Martha Stewart Living	Meredith Corporation	7,725	3,058	7,603	765	19,151	8,519	3,491	7,749	929	20,688	-9.3%	-12.4%	-1.9%	-17.7%	-7.4%	8,256	2,463	5,533	630	16,882	0.6%	-9.9%	-13.4%	-3.1%	-6.1%
Men's Health	Rodale Inc.	13,392	1,395	5,931	529	21,247	13,575	1,441	5,348	218	20,582	-1.3%	-3.2%	10.9%	142.7%	3.2%	13,656	1,410	5,835	131	21,031	6.9%	-4.3%	20.4%	46.6%	9.6%
Men's Journal	American Media, Inc.	2,843	376	1,254	-	4,473	2,703	1,009	1,915	-	5,627	5.2%	-62.7%	-34.5%	-	-20.5%	2,774	466	1,288	-	4,527	0.2%	-24.8%	-4.4%	-100.0%	-4.8%
Midwest Living	Meredith Corporation	2,661	324	692	-	3,677	3,247	393	710	-	4,350	-18.0%	-17.6%	-2.5%	-	-15.5%	2,995	307	601	-	3,903	-14.8%	-11.7%	-13.9%	-100.0%	-14.4%
Money	Time Inc.	5,814	1,716	5,253	19	12,802	5,978	1,277	3,769	-	11,024	-2.7%	34.3%	39.4%	+	16.1%	6,045	1,606	4,161	28	11,841	8.4%	-1.5%	38.7%	38.6%	15.7%
Mother Earth News	Ogden Publications	2,671	225	653	-	3,549	2,702	356	263	-	3,321	-1.1%	-36.8%	148.3%	-	6.9%	2,729	322	612	5	3,668	1.5%	-36.7%	-40.4%	-85.3%	-13.8%

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Motor Trend	TEN	6,565	1,318	1,969	694	10,546	6,922	1,498	1,134	1,051	10,605	-5.2%	-12.0%	73.6%	-34.0%	-0.6%	6,983	1,398	1,722	804	10,907	2.2%	24.0%	37.5%	-35.4%	4.3%
Motorcyclist	Bonnier Corporation	1,928	196	127	-	2,251	1,408	24	83	-	1,515	36.9%	716.7%	53.0%	-	48.6%	1,480	109	142	-	1,731	-4.1%	29.5%	15.9%	-	-1.1%
Muscle & Fitness	American Media, Inc.	6,450	496	1,351	29	8,326	6,438	492	1,739	25	8,694	0.2%	0.8%	-22.3%	16.0%	-4.2%	6,386	559	1,757	50	8,752	-3.0%	-16.8%	-21.4%	-63.6%	-9.1%
National Enquirer	American Media, Inc.	5,476	156	409	31	6,072	6,965	264	498	-	7,727	-21.4%	-40.9%	-17.8%	+	-21.4%	6,523	201	464	7	7,196	4.0%	-56.4%	-44.6%	-93.4%	-6.2%
National Geographic	National Geographic Partners	32,225	2,923	5,347	459	40,953	30,764	3,787	6,621	201	41,373	4.7%	-22.8%	-19.3%	128.7%	-1.0%	31,782	3,550	5,239	309	40,879	6.5%	-9.6%	-3.7%	-0.9%	3.4%
National Geographic Kids	National Geographic Partners	7,100	224	410	35	7,769	6,992	290	508	15	7,805	1.5%	-22.8%	-19.3%	128.7%	-0.5%	6,943	271	400	24	7,638	3.0%	-9.6%	-3.7%	-1.0%	2.1%
National Geographic Traveler	National Geographic Partners	12,161	300	549	47	13,056	11,135	389	679	21	12,223	9.2%	-22.8%	-19.3%	128.7%	6.8%	11,700	363	536	32	12,630	16.8%	-9.6%	-3.7%	-1.0%	14.8%
New York Magazine	New York Media	3,291	5,406	19,527	440	28,664	2,514	5,225	18,056	819	26,614	30.9%	3.5%	8.1%	-46.3%	7.7%	2,888	5,153	16,750	376	25,167	11.9%	-0.8%	15.6%	-15.8%	10.8%
O, The Oprah Magazine	Hearst Magazines	9,992	628	1,269	19	11,908	9,547	731	1,534	1,525	13,337	4.7%	-14.1%	-17.3%	-98.8%	-10.7%	9,665	747	1,379	738	12,529	-6.6%	-1.6%	-3.1%	-48.4%	-10.3%
OK! Magazine	American Media, Inc.	4,087	171	1,553	-	5,811	4,940	392	3,211	-	8,543	-17.3%	-56.3%	-51.6%	-	-32.0%	4,682	436	1,896	6	7,020	1.1%	-79.7%	-46.9%	-99.2%	-36.6%
Outdoor Life	Bonnier Corporation	6,493	355	1,656	-	8,504	5,975	523	787	-	7,285	8.7%	-32.1%	110.4%	-	16.7%	6,028	312	970	-	7,310	3.3%	-1.7%	30.2%	-	6.0%
Outside	Mariah Media	2,807	588	1,644	-	5,039	2,290	548	1,221	-	4,059	22.6%	7.3%	34.6%	-	24.1%	2,488	629	1,637	-	4,753	-1.3%	5.7%	17.6%	-	5.5%
Parents	Meredith Corporation	11,861	1,447	5,510	97	18,915	12,067	1,485	6,876	323	20,751	-1.7%	-2.6%	-19.9%	-70.0%	-8.8%	12,096	1,646	5,925	151	19,818	-1.3%	4.2%	-8.2%	31.8%	-2.9%
People	Time Inc.	39,141	6,888	31,328	3,735	81,092	42,448	6,944	30,035	4,646	84,073	-7.8%	-0.8%	4.3%	-19.6%	-3.5%	41,604	6,280	27,772	4,027	79,683	2.4%	-20.1%	1.0%	12.0%	0.1%
People en Español	Time Inc.	6,967	150	790	-	7,908	7,050	140	740	-	7,930	-1.2%	7.6%	6.8%	-	-0.3%	6,922	108	874	32	7,935	-1.3%	-15.0%	-16.3%	174.4%	-3.2%
Petersen's Hunting	Outdoor Sportsman Group	4,453	55	117	-	4,625	4,435	36	106	-	4,577	0.4%	52.8%	10.4%	-	1.0%	4,401	13	68	-	4,482	-4.9%	63.5%	-7.5%	-	-4.8%
Playboy	Playboy Enterprises Inc.	3,473	236	505	112	4,326	3,677	597	4,261	377	8,913	-5.5%	-60.4%	-88.1%	-70.4%	-51.5%	3,499	428	1,860	157	5,944	-8.7%	-39.3%	-50.2%	-62.7%	-31.7%
Popular Mechanics	Hearst Magazines	7,314	1,475	4,345	55	13,188	7,202	2,203	3,724	-	13,130	1.6%	-33.1%	16.7%	+	0.4%	7,460	1,927	3,825	65	13,276	-0.5%	-27.8%	6.3%	3.8%	-4.0%
Popular Science	Bonnier Corporation	8,780	1,142	2,516	-	12,438	7,565	735	1,435	49	9,784	16.1%	55.4%	75.3%	-100.0%	27.1%	8,521	1,142	1,875	50	11,588	24.7%	37.8%	17.8%	-10.3%	24.5%
Prevention	Rodale Inc.	6,519	1,468	4,633	381	13,001	6,670	1,479	4,706	66	12,921	-2.3%	-0.7%	-1.6%	477.3%	0.6%	6,646	1,806	5,202	102	13,755	-5.5%	7.7%	-2.6%	289.5%	-2.3%
Rachael Ray Every Day	Meredith Corporation	5,942	166	430	-	6,538	6,081	211	326	-	6,618	-2.3%	-21.3%	31.9%	-	-1.2%	5,840	169	380	-	6,389	1.2%	-40.1%	-33.1%	-	-3.5%
Reader's Digest	Trusted Media Brands	18,133	2,691	3,956	50	24,830	19,128	1,709	3,284	14	24,135	-5.2%	57.5%	20.5%	257.1%	2.9%	19,037	2,290	3,713	74	25,114	3.5%	22.9%	-3.2%	5.6%	3.9%
Real Simple	Time Inc.	7,071	2,007	5,842	272	15,191	7,432	3,082	7,389	194	18,098	-4.9%	-34.9%	-20.9%	39.8%	-16.1%	7,278	2,002	5,423	256	14,959	-2.7%	-29.2%	-13.8%	137.6%	-10.5%
Redbook	Hearst Magazines	5,022	663	2,420	618	8,723	5,509	709	2,146	217	8,581	-8.8%	-6.5%	12.8%	185.0%	1.7%	5,395	587	1,929	437	8,347	-1.8%	-31.6%	-13.0%	170.2%	-4.4%
Road & Track	Hearst Magazines	2,775	794	1,991	42	5,602	2,871	712	2,062	-	5,645	-3.3%	11.5%	-3.4%	+	-0.8%	2,985	709	1,775	8	5,476	2.9%	-24.7%	13.8%	+	1.4%
Runner's World	Rodale Inc.	2,221	717	2,673	229	5,840	2,686	808	3,116	78	6,688	-17.3%	-11.3%	-14.2%	193.6%	-12.7%	2,453	908	3,394	67	6,822	-11.9%	-16.6%	-3.8%	99.0%	-8.3%
Saveur	Bonnier Corporation	419	681	1,587	7	2,694	477	547	1,301	28	2,353	-12.2%	24.5%	22.0%	-75.0%	14.5%	1,206	461	1,018	17	2,701	-2.0%	-12.1%	-3.0%	218.5%	-3.8%
Seventeen	Hearst Magazines	7,183	626	1,720	175	9,703	7,154	948	2,470	85	10,657	0.4%	-34.0%	-30.4%	106.1%	-8.9%	7,072	669	2,001	124	9,866	6.4%	-25.2%	-28.5%	-43.2%	-6.6%
Shape	Meredith Corporation	5,384	2,935	3,940	69	12,328	5,890	2,928	4,036	83	12,937	-8.6%	0.2%	-2.4%	-16.9%	-4.7%	5,698	2,819	4,621	145	13,282	-5.4%	16.3%	-17.4%	109.9%	-5.9%
Ski	Active Interest Media	1,331	9	-	-	1,340	1,389	65	53	-	1,507	-4.2%	-86.2%	-100.0%	-	-11.1%	1,355	14	34	-	1,404	0.0%	-60.7%	114.1%	-	-0.2%
Smithsonian	Smithsonian Enterprises	7,538	1,476	3,736	32	12,782	7,253	1,461	3,721	181	12,616	3.9%	1.0%	0.4%	-82.3%	1.3%	7,473	1,426	3,832	123	12,854	4.4%	8.8%	40.1%	74.8%	14.0%
Soap Opera Digest	American Media, Inc.	2,955	39	90	-	3,084	2,887	86	304	-	3,277	2.4%	-54.6%	-70.3%	-	-5.9%	2,965	41	142	-	3,147	0.1%	10.6%	96.3%	-	2.5%
Southern Living	Time Inc.	15,932	1,802	5,758	344	23,836	15,855	1,651	4,103	77	21,687	0.5%	9.1%	40.3%	347.2%	9.9%	16,444	1,724	4,303	220	22,691	8.0%	8.1%	10.7%	135.7%	9.1%
Sports Illustrated	Time Inc.	17,643	4,195	14,185	2,241	38,264	18,599	3,305	7,871	1,579	31,354	-5.1%	26.9%	80.2%	41.9%	22.0%	18,121	3,737	11,943	2,447	36,249	-3.0%	-23.4%	28.6%	4.3%	3.0%

Magazine Brand	Publishing Company	CURRENT MONTH - December 2017 (000)					YEAR AGO - December 2016 (000)					December 2017 vs. December 2016 (% change)					YTD AVERAGE - as of December 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/Laptop)	Mobile Web	Video	Total 360°
Star	American Media, Inc.	5,461	18	114	-	5,593	6,390	71	429	-	6,890	-14.5%	-73.9%	-73.5%	-	-18.8%	6,198	31	165	-	6,394	4.1%	-76.4%	-84.6%	-100.0%	-10.9%
Street Rodder	TEN	2,222	95	98	11	2,426	2,421	95	113	42	2,672	-8.2%		-13.7%	-74.0%	-9.2%	2,398	100	105	14	2,617	9.7%	-12.1%	-39.3%	-64.6%	4.2%
StyleWatch	Time Inc.	5,198	781	1,904	27	7,910	5,198	729	3,000	-	8,928	0.0%	7.1%	-36.5%	+	-11.4%	5,198	925	2,768	26	8,918	0.4%	-15.7%	-28.6%	-31.8%	-12.5%
Sunset	Time Inc.	4,346	188	388	-	4,922	4,438	503	642	21	5,603	-2.1%	-62.5%	-39.5%	-100.0%	-12.2%	4,494	398	664	14	5,569	-3.5%	-35.9%	-28.7%	92.0%	-10.4%
Taste of Home	Trusted Media Brands	12,821	5,473	14,878	19	33,191	13,241	4,446	8,828	301	26,816	-3.2%	23.1%	68.5%	-93.7%	23.8%	12,985	3,685	8,348	146	25,164	4.2%	4.8%	2.7%	-77.7%	1.6%
Texas Monthly	GP TM Acquisition, LLC	2,384	209	462	-	3,055	2,088	210	671	-	2,969	14.2%	-0.5%	-31.1%	-	2.9%	2,318	231	725	-	3,274	9.3%	-5.5%	1.6%	-	6.3%
The Atlantic	Atlantic Media	2,311	5,786	11,568	228	19,893	2,149	5,023	12,899	475	20,546	7.5%	15.2%	-10.3%	-52.0%	-3.2%	2,245	5,802	13,882	144	22,072	11.3%	5.2%	14.7%	-55.2%	10.6%
The Economist	The Economist Newspaper Limited	2,580	1,385	1,510	-	5,475	2,631	1,584	1,628	7	5,850	-1.9%	-12.6%	-7.2%	-100.0%	-6.4%	2,498	1,821	2,098	42	6,459	-0.3%	3.4%	32.8%	-41.9%	9.1%
The Family Handyman	Trusted Media Brands	4,937	1,649	3,407	76	10,069	4,761	1,879	1,918	71	8,629	3.7%	-12.2%	77.6%	7.0%	16.7%	4,978	1,763	2,747	35	9,522	6.7%	4.0%	2.0%	-85.6%	2.4%
The New Yorker	Condé Nast	5,327	3,399	7,236	2,474	18,436	4,858	3,289	10,020	502	18,669	9.7%	3.4%	-27.8%	393.0%	-1.2%	5,259	3,470	8,495	1,344	18,568	17.5%	-18.3%	-18.1%	143.8%	-5.5%
This Old House	This Old House Ventures, LLC	6,810	698	1,413	396	9,317	5,949	768	1,436	-	8,153	14.5%	-9.1%	-1.6%	+	14.3%	6,133	909	1,709	351	9,102	10.7%	-20.3%	-13.1%	204.3%	3.8%
Time	Time Inc.	18,337	6,667	18,257	2,822	46,083	18,399	6,496	19,274	2,143	46,312	-0.3%	2.6%	-5.3%	31.7%	-0.5%	18,601	6,472	19,412	3,294	47,779	8.1%	-12.7%	-2.6%	42.5%	2.0%
Town & Country	Hearst Magazines	3,355	970	4,354	745	9,423	3,197	296	914	-	4,407	4.9%	227.2%	376.4%	+	113.8%	3,225	580	1,776	651	6,233	2.2%	23.9%	75.3%	+	34.4%
Traditional Home	Meredith Corporation	4,339	29	59	-	4,427	4,284	94	92	-	4,470	1.3%	-69.1%	-35.9%	-	-1.0%	4,553	50	80	-	4,682	16.9%	-5.5%	-19.1%	-	15.7%
Travel + Leisure	Time Inc.	6,921	1,672	4,545	113	13,251	6,583	1,756	6,504	137	14,980	5.1%	-4.7%	-30.1%	-17.9%	-11.5%	6,735	1,631	4,353	226	12,944	9.6%	16.7%	22.6%	315.0%	16.2%
Us Weekly	American Media, Inc.	10,668	2,429	16,814	95	30,005	12,116	4,509	17,835	341	34,801	-12.0%	-46.1%	-5.7%	-72.1%	-13.8%	11,560	3,444	13,688	156	28,849	-6.4%	-30.9%	-18.8%	-62.7%	-16.6%
Vanity Fair	Condé Nast	7,973	2,877	9,544	5,863	26,257	7,926	3,186	11,373	4,343	26,828	0.6%	-9.7%	-16.1%	35.0%	-2.1%	7,996	2,712	9,001	4,074	23,784	1.6%	-10.3%	19.0%	110.7%	16.6%
Veranda	Hearst Magazines	1,301	-	25	126	1,452	1,228	-	71	-	1,299	5.9%	-	-64.4%	+	11.8%	1,390	22	82	10	1,504	23.7%	+	-23.5%	+	22.1%
Vogue	Condé Nast	11,273	1,368	4,969	2,937	20,547	11,659	1,470	4,755	1,457	19,341	-3.3%	-7.0%	4.5%	101.6%	6.2%	11,730	1,534	4,220	2,272	19,756	0.8%	-10.6%	10.9%	86.3%	7.5%
W	Condé Nast	691	390	1,114	1,341	3,536	733	480	2,607	292	4,112	-5.7%	-18.7%	-57.3%	359.1%	-14.0%	829	338	917	698	2,781	-1.4%	14.2%	23.3%	89.0%	23.6%
WebMD Magazine	WebMD, LLC	12,112	11,630	35,383	54	59,179	11,017	13,720	28,732	59	53,528	9.9%	-15.2%	23.1%	-8.5%	10.6%	11,349	13,323	34,552	249	59,472	6.8%	-4.9%	8.3%	372.3%	5.1%
Wired	Condé Nast	3,622	3,953	7,877	5,269	20,721	3,013	2,959	6,195	3,394	15,560	20.2%	33.6%	27.2%	55.3%	33.2%	3,354	3,458	6,958	2,927	16,697	27.5%	-8.6%	0.6%	48.0%	9.1%
Woman's Day	Hearst Magazines	15,503	953	2,628	20	19,105	16,531	983	3,726	537	21,778	-6.2%	-3.1%	-29.5%	-96.2%	-12.3%	16,089	830	2,610	72	19,601	-2.4%	-17.1%	-8.6%	-6.7%	-4.0%
Women's Health	Rodale Inc.	11,950	1,095	5,550	410	19,005	11,341	1,646	6,014	246	19,247	5.4%	-33.5%	-7.7%	66.7%	-1.3%	11,670	1,504	5,942	110	19,225	10.8%	-14.5%	1.8%	112.1%	5.8%
Yoga Journal	Active Interest Media	1,899	221	485	-	2,605	1,966	266	87	-	2,319	-3.4%	-16.9%	457.5%	-	12.3%	1,927	267	341	-	2,535	-3.3%	37.8%	154.0%	-	9.2%
Total (000)		914,449	230,627	646,628	93,247	1,884,951	930,326	237,944	620,272	76,768	1,865,310	-1.7%	-3.1%	4.2%	21.5%	1.1%	932,654	222,592	579,923	76,375	1,811,544	3.3%	-10.6%	0.2%	35.9%	1.4%
Share by Platform (%)		48.5%	12.2%	34.3%	4.9%	100.0%	49.9%	12.8%	33.3%	4.1%	100.0%						51.5%	12.3%	32.0%	4.2%	100.0%					

Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

SOURCES:

Current Month

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017 and Fall 2016, DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017 and Fall 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Matrix®; December 2017 and December 2016; U.S.
- Mobile Web: comScore Mobile Matrix; December 2017 and December 2016; U.S.
- Video: comScore Video Matrix; December 2017 and December 2016; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2017, Spring 2017, Fall 2016, Spring 2016, DoubleBase 2017, DB 2016, and DB 2015; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2017, Spring 2017, Fall 2016, Spring 2016 (all data for Ipsos Fall 2016 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Matrix® January 2017 - December 2017 and January 2016 - December 2016; U.S.
- Mobile Web: comScore Mobile Matrix® January 2017 - December 2017 and January 2016 - December 2016; U.S.
- Video: comScore Video Matrix® January 2017 - December 2017 and January 2016 - December 2016; U.S.

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print + digital editions net audience

Magazine Brand	Publishing Company	CURRENT MONTH - December 2017 (000)					YEAR AGO - December 2016 (000)					December 2017 vs. December 2016 (% change)					YTD AVERAGE - as of December 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
<p>- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.</p> <p>- Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.</p> <p>- Video Unique Viewers: Those unique P6+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.</p> <p>Note: In certain instances, the comScore data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.</p>																										

About Magazine Media 360°
Magazine Media 360° is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360° uses data from leading third-party providers and currently covers 124 magazine media brands from 29 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360° Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360°, which launched November 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360° Social Media Report is released separately on a quarterly basis.