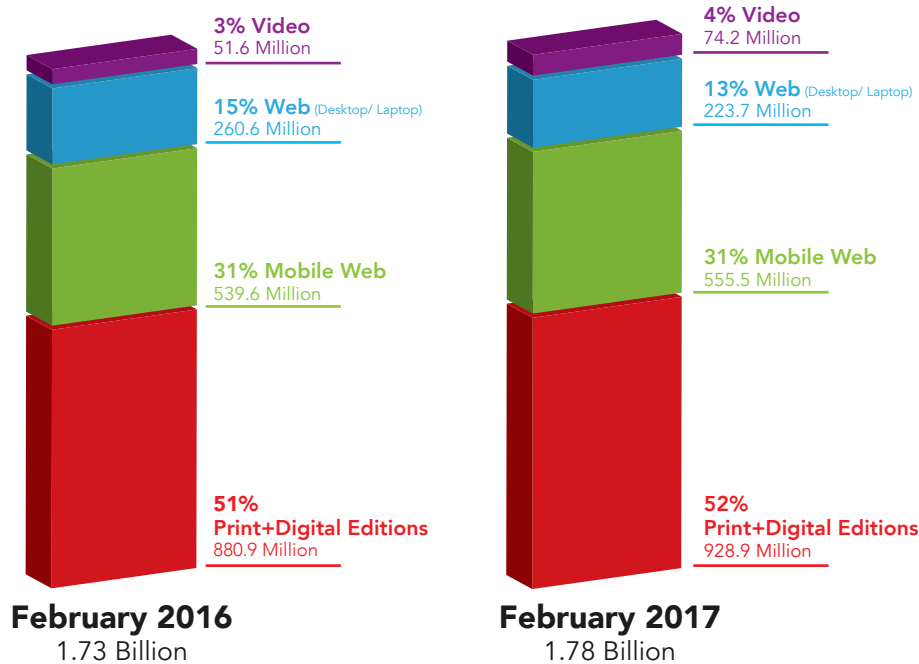


# MAGAZINE MEDIA 360°

Audience Mix

February 2017



## Audience Growth +2.9%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2016 and 2015; GfK MRI Accessed Prototype; or Fall and Spring 2016 Ipsos Affluent Survey USA. **Web (Desktop/Laptop)** comScore Media Metrix® unique visitors; February 2017 and February 2016; U.S. **Mobile Web** comScore Mobile Metrix ; unique visitors; February 2017 and February 2016; U.S. **Video** comScore Video Metrix; unique viewers; February 2017 and February 2016; U.S.