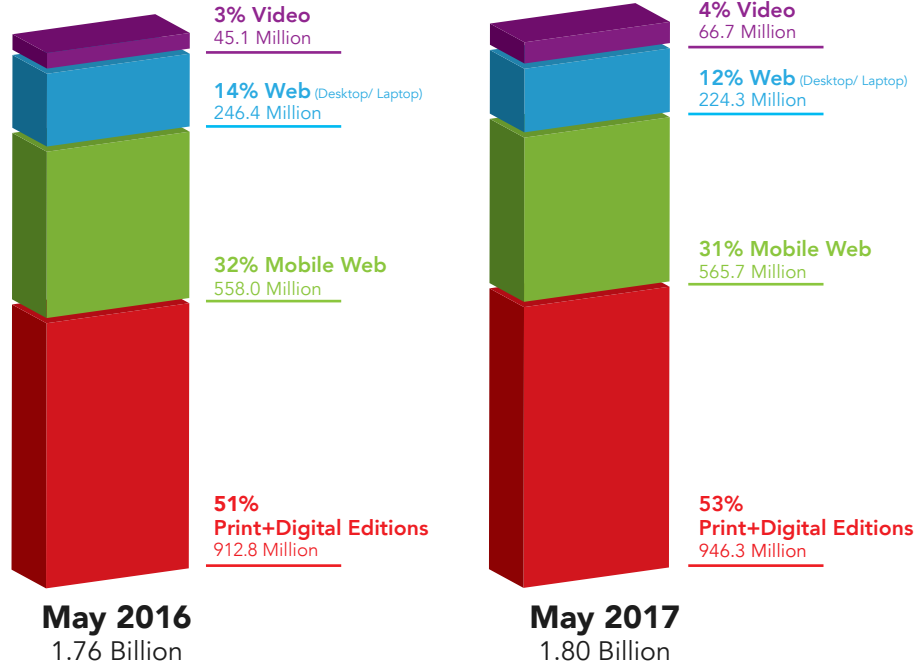


# MAGAZINE MEDIA 360°

Audience Mix

May 2017



## Audience Growth +2.3%

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