

Magazine Brand	Publishing Company	CURRENT MONTH - March 2017 (000)					YEAR AGO - March 2016 (000)					March 2017 vs. March 2016 (% change)					YTD AVERAGE - as of March 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	2,866	49	139	-	3,054	2,256	57	132	12	2,456	27.0%	-13.6%	5.7%	-100.0%	24.3%	2,866	64	165	-	3,094	27.0%	-20.5%	-7.8%	-100.0%	21.6%
AARP	AARP Media	37,501	3,928	3,254	33	44,716	36,088	4,146	4,892	124	45,250	3.9%	-5.3%	-33.5%	-73.4%	-1.2%	37,501	3,799	3,331	27	44,659	3.9%	-1.4%	-32.5%	-84.3%	-0.9%
Allrecipes	Meredith Corporation	8,189	14,212	32,732	2,930	58,063	7,621	13,228	30,920	542	52,311	7.5%	7.4%	5.9%	440.6%	11.0%	8,189	13,362	34,033	1,734	57,318	7.5%	-2.8%	7.4%	283.9%	7.1%
Allure	Condé Nast	6,225	1,091	4,394	1,830	13,540	5,220	1,409	3,410	243	10,282	19.3%	-22.6%	28.9%	653.1%	31.7%	6,225	1,040	4,805	2,207	14,277	19.3%	-10.4%	42.3%	648.5%	42.0%
Architectural Digest	Condé Nast	4,257	449	888	111	5,705	3,669	379	1,142	-	5,190	16.0%	18.5%	-22.2%	+	9.9%	4,257	418	869	172	5,715	16.0%	-18.2%	-17.4%	6134.7%	9.2%
Automobile	TEN	3,308	228	193	-	3,729	3,591	292	411	89	4,383	-7.9%	-21.9%	-53.0%	-100.0%	-14.9%	3,308	356	191	-	3,854	-7.9%	17.8%	-44.1%	-100.0%	-10.9%
Autoweek	Crain Communications, Inc.	2,878	446	981	-	4,305	2,064	376	541	-	2,981	39.4%	18.6%	81.3%	-	44.4%	2,878	481	1,034	-	4,393	39.4%	22.1%	87.4%	-	46.0%
Backpacker	Active Interest Media	1,298	238	285	-	1,821	1,157	174	-	-	1,331	12.2%	36.8%	+	-	36.8%	1,298	178	157	-	1,633	12.2%	21.1%	+	-	25.2%
Better Homes and Gardens	Meredith Corporation	36,951	4,917	5,137	615	47,620	36,495	3,786	6,955	227	47,463	1.2%	29.9%	-26.1%	170.9%	0.3%	36,951	5,223	4,692	575	47,441	1.2%	41.6%	-27.4%	143.0%	1.2%
Bicycling	Rodale Inc.	1,629	342	708	-	2,679	1,573	340	777	-	2,690	3.6%	0.6%	-8.9%	-	-0.4%	1,629	337	718	-	2,685	3.6%	16.7%	11.5%	-	7.1%
Bon Appétit/Epicurious	Condé Nast	6,880	3,871	9,733	2,304	22,788	6,713	5,042	9,651	1,974	23,380	2.5%	-23.2%	0.8%	16.7%	-2.5%	6,880	4,129	10,410	2,128	23,547	2.5%	-21.5%	0.1%	11.5%	-3.0%
Brides	Condé Nast	4,921	818	1,326	576	7,641	4,833	782	1,817	65	7,497	1.8%	4.6%	-27.0%	786.2%	1.9%	4,921	843	1,359	691	7,813	1.8%	10.2%	-24.0%	700.2%	4.5%
Car and Driver	Hearst Magazines	9,451	2,482	5,133	-	17,066	8,564	2,918	4,837	148	16,467	10.4%	-15.0%	6.1%	-100.0%	3.6%	9,451	2,423	5,058	69	17,000	10.4%	-12.2%	7.5%	-47.7%	5.2%
Car Craft	TEN	2,192	53	57	3	2,305	1,861	55	95	24	2,036	17.8%	-5.2%	-40.3%	-86.0%	13.2%	2,192	48	53	6	2,300	17.8%	-14.0%	-41.8%	-74.6%	13.1%
Coastal Living	Time Inc.	4,206	322	585	-	5,113	4,126	237	656	-	5,019	1.9%	35.8%	-10.7%	-	1.9%	4,206	319	591	-	5,116	1.9%	40.6%	7.9%	-	4.4%
Condé Nast Traveler	Condé Nast	3,376	955	2,959	3,505	10,795	3,319	807	2,331	65	6,522	1.7%	18.3%	26.9%	5292.3%	65.5%	3,376	974	3,289	1,899	9,537	1.7%	14.4%	30.1%	2099.8%	40.6%
Cooking Light	Time Inc.	10,579	948	2,213	80	13,819	11,002	1,695	4,098	65	16,861	-3.8%	-44.1%	-46.0%	21.6%	-18.0%	10,579	882	2,181	82	13,724	-3.8%	-53.7%	-47.5%	277.6%	-19.7%
Cosmopolitan	Hearst Magazines	17,133	2,752	12,522	367	32,775	15,073	3,168	13,449	1,236	32,926	13.7%	-13.1%	-6.9%	-70.3%	-0.5%	17,133	2,815	12,397	1,132	33,476	13.7%	-14.7%	-7.8%	66.2%	3.0%
Country Living	Hearst Magazines	11,657	3,029	8,934	1,096	24,716	11,813	2,353	6,602	36	20,804	-1.3%	28.8%	35.3%	2933.4%	18.8%	11,657	2,708	8,600	1,361	24,326	-1.3%	8.2%	25.5%	1959.6%	14.6%
Cycle World	Bonnier Corporation	1,951	241	396	-	2,588	1,929	172	332	-	2,433	1.1%	40.1%	19.3%	-	6.4%	1,951	211	322	-	2,484	1.1%	40.0%	26.1%	-	6.4%
Departures	* Time Inc.	6,436	19	91	-	6,546	6,094	155	41	-	6,290	5.6%	-87.7%	121.5%	-	4.1%	6,436	17	52	-	6,505	5.6%	-93.5%	28.5%	-	1.8%
Diabetic Living	* Meredith Corporation	6,685	147	261	-	7,093	5,586	204	298	-	6,088	19.7%	-27.9%	-12.4%	-	16.5%	6,685	130	240	-	7,055	19.7%	-29.9%	-17.8%	-	16.4%
Dirt Rider	Bonnier Corporation	1,346	612	117	-	2,075	1,435	26	95	-	1,556	-6.2%	2253.8%	23.2%	-	33.4%	1,346	240	123	-	1,709	-6.2%	428.7%	59.1%	-	9.7%
Discover	*** Kalmbach Publishing Co.	2,008	186	580	-	2,774	1,940	210	-	-	2,150	3.5%	-11.4%	+	-	29.0%	2,008	186	298	-	2,492	3.5%	-17.7%	94.8%	-	7.5%
domino	* Domino Media Group, Inc.	1,140	72	511	-	1,723	1,060	90	897	-	2,047	7.5%	-20.0%	-43.0%	-	-15.8%	1,140	86	670	-	1,896	7.5%	-35.4%	-48.8%	-	-24.2%
EatingWell	Meredith Corporation	6,060	2,148	2,599	95	10,902	6,171	1,462	2,608	-	10,241	-1.8%	46.9%	-0.3%	+	6.5%	6,060	1,807	2,862	101	10,830	-1.8%	13.9%	2.9%	+	2.8%
Elle	Hearst Magazines	5,476	1,994	5,952	1,011	14,434	5,140	2,003	4,269	53	11,465	6.5%	-0.4%	39.4%	1822.1%	25.9%	5,476	2,241	6,671	2,204	16,592	6.5%	-4.6%	39.4%	2725.8%	34.3%
Elle Decor	Hearst Magazines	2,059	373	686	-	3,118	1,714	366	625	-	2,705	20.1%	1.8%	9.7%	-	15.2%	2,059	353	731	585	3,729	20.1%	-21.6%	13.1%	+	32.6%

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Entertainment Weekly	Time Inc.	9,929	3,312	11,906	1,989	27,135	8,484	5,142	12,573	2,038	28,237	17.0%	-35.6%	-5.3%	-2.4%	-3.9%	9,929	4,188	13,969	2,383	30,469	17.0%	-20.0%	-1.3%	30.5%	2.6%
Entrepreneur	Entrepreneur Media	3,061	3,229	2,895	410	9,595	2,526	4,741	3,113	270	10,650	21.2%	-31.9%	-7.0%	51.9%	-9.9%	3,061	3,217	2,831	328	9,437	21.2%	-30.7%	-15.4%	-45.5%	-15.1%
ESPN The Magazine	ESPN, Inc.	14,674	24,214	46,634	10,082	95,604	14,441	24,228	48,720	13,188	100,577	1.6%	-0.1%	-4.3%	-23.6%	-4.9%	14,674	22,072	45,536	10,075	92,357	1.6%	-0.5%	-5.6%	-19.3%	-5.1%
Esquire	Hearst Magazines	3,317	1,916	4,732	308	10,274	3,029	5,145	5,504	271	13,949	9.5%	-62.8%	-14.0%	13.7%	-26.3%	3,317	2,213	5,821	422	11,772	9.5%	-48.1%	10.9%	-52.4%	-12.3%
Essence	Time Inc.	6,626	680	2,974	179	10,458	7,075	1,583	4,310	47	13,015	-6.3%	-57.1%	-31.0%	281.3%	-19.6%	6,626	728	3,354	147	10,855	-6.3%	-32.4%	-5.2%	435.1%	-7.4%
Family Circle	Meredith Corporation	15,736	358	251	-	16,345	15,908	133	170	-	16,211	-1.1%	169.2%	47.6%	-	0.8%	15,736	270	241	-	16,248	-1.1%	89.9%	30.0%	-	0.1%
FamilyFun	** Meredith Corporation	3,664	-	-	-	3,664	4,153	-	-	-	4,153	-11.8%	-	-	-	-11.8%	3,664	-	-	-	3,664	-11.8%	-	-	-	-11.8%
Fast Company	* Mansueto Ventures	2,175	2,106	2,952	-	7,233	2,211	3,073	6,320	258	11,862	-1.6%	-31.5%	-53.3%	-100.0%	-39.0%	2,175	1,990	3,213	-	7,378	-1.6%	-27.0%	-42.9%	-100.0%	-31.5%
Field & Stream	Bonnier Corporation	9,292	427	1,253	79	11,051	8,086	544	1,243	-	9,873	14.9%	-21.5%	0.8%	+	11.9%	9,292	412	1,386	26	11,116	14.9%	-27.7%	9.7%	-33.6%	11.6%
Fit Pregnancy & Baby	* Meredith Corporation	7,000	271	1,798	-	9,069	7,000	323	1,590	-	8,913	0.0%	-16.1%	13.1%	-	1.8%	7,000	320	2,013	-	9,333	0.0%	0.2%	29.0%	-	5.1%
Flying	Bonnier Corporation	846	156	181	-	1,183	1,013	120	158	-	1,291	-16.5%	30.0%	14.6%	-	-8.4%	846	115	171	-	1,132	-16.5%	55.0%	37.5%	-	-6.6%
Food & Wine	Time Inc.	8,150	1,375	3,828	286	13,639	7,313	1,490	4,783	-	13,586	11.4%	-7.8%	-20.0%	+	0.4%	8,150	1,299	2,989	217	12,655	11.4%	-10.8%	-34.0%	721.2%	-5.0%
Food Network Magazine	Hearst Magazines	13,874	955	3,021	123	17,973	12,736	1,460	3,341	102	17,639	8.9%	-34.6%	-9.6%	20.1%	1.9%	13,874	1,049	3,262	125	18,310	8.9%	-30.2%	-5.1%	29.7%	3.0%
Forbes	Forbes Media	7,776	16,390	33,070	3,032	60,268	6,729	20,920	29,787	2,196	59,632	15.6%	-21.7%	11.0%	38.1%	1.1%	7,776	17,013	36,483	3,471	64,743	15.6%	-15.0%	25.0%	89.8%	12.1%
Fortune	Time Inc.	3,668	4,408	8,974	1,247	18,297	3,296	6,195	8,308	1,307	19,107	11.3%	-28.8%	8.0%	-4.6%	-4.2%	3,668	3,462	6,329	1,207	14,666	11.3%	-36.1%	-9.6%	48.7%	-11.3%
Game & Fish	Outdoor Sportsman Group	6,535	132	342	-	7,009	5,679	148	305	-	6,132	15.1%	-10.8%	12.1%	-	14.3%	6,535	120	277	-	6,932	15.1%	-3.2%	21.3%	-	14.9%
Glamour	Condé Nast	10,485	1,554	6,974	2,716	21,729	9,897	1,399	6,454	888	18,638	5.9%	11.1%	8.1%	205.9%	16.6%	10,485	1,578	6,635	2,744	21,443	5.9%	17.7%	8.2%	182.3%	16.9%
Golf Digest	Condé Nast	5,131	725	1,825	496	8,177	4,503	563	1,374	900	7,340	13.9%	28.8%	32.8%	-44.9%	11.4%	5,131	618	1,607	405	7,761	13.9%	27.3%	42.4%	-47.9%	12.6%
Golf Magazine	Time Inc.	4,864	656	1,157	193	6,870	4,144	802	1,259	272	6,477	17.4%	-18.3%	-8.1%	-29.1%	6.1%	4,864	610	983	176	6,634	17.4%	-17.0%	-6.8%	-19.0%	7.8%
Good Housekeeping	Hearst Magazines	19,468	3,693	7,431	981	31,573	18,332	3,884	5,770	96	28,082	6.2%	-4.9%	28.8%	919.8%	12.4%	19,468	3,039	7,314	476	30,297	6.2%	-22.4%	22.4%	311.6%	6.9%
GQ	Condé Nast	6,417	1,773	6,085	1,815	16,090	6,031	2,558	5,048	1,327	14,964	6.4%	-30.7%	20.5%	36.8%	7.5%	6,417	2,007	7,583	2,960	18,967	6.4%	-12.7%	43.9%	61.7%	22.9%
Guns & Ammo	Outdoor Sportsman Group	11,106	217	410	-	11,733	9,724	354	616	-	10,694	14.2%	-38.7%	-33.4%	-	9.7%	11,106	236	456	-	11,798	14.2%	-41.0%	-25.3%	-	9.9%
Harper's Bazaar	Hearst Magazines	3,073	1,312	3,872	1,828	10,086	3,110	1,441	3,260	296	8,107	-1.2%	-8.9%	18.8%	516.8%	24.4%	3,073	1,247	4,182	2,084	10,586	-1.2%	-31.0%	4.8%	1213.5%	16.8%
Health	Time Inc.	8,918	2,007	6,499	223	17,647	8,054	3,704	8,086	126	19,970	10.7%	-45.8%	-19.6%	76.3%	-11.6%	8,918	2,063	6,460	187	17,629	10.7%	-32.1%	-16.9%	58.0%	-7.1%
HGTV Magazine	Hearst Magazines	9,455	143	300	20	9,918	8,356	174	326	46	8,901	13.2%	-17.9%	-8.0%	-55.3%	11.4%	9,455	173	349	25	10,002	13.2%	-16.9%	-11.8%	-47.2%	11.0%
Hot Rod	TEN	5,573	201	216	13	6,003	5,584	212	362	93	6,251	-0.2%	-5.2%	-40.3%	-86.0%	-4.0%	5,573	185	202	25	5,985	-0.2%	-14.0%	-41.8%	-74.6%	-4.1%
House Beautiful	Hearst Magazines	6,079	1,285	2,025	75	9,463	5,068	1,134	1,890	-	8,093	19.9%	13.3%	7.1%	+	16.9%	6,079	1,029	1,797	47	8,951	19.9%	-11.7%	-7.0%	+	9.6%
In-Fisherman	Outdoor Sportsman Group	3,985	26	-	-	4,011	2,988	70	106	-	3,164	33.4%	-62.9%	-100.0%	-	26.8%	3,985	19	42	-	4,046	33.4%	-70.1%	-60.8%	-	28.1%
InStyle	Time Inc.	9,047	1,229	3,088	180	13,544	8,269	1,632	4,337	-	14,238	9.4%	-24.7%	-28.8%	+	-4.9%	9,047	1,358	3,265	111	13,781	9.4%	-20.5%	-18.8%	1626.7%	-1.6%
Kraft Food & Family	* Meredith Corporation	2,250	1,788	5,169	22	9,229	2,250	2,051	4,756	131	9,188	0.0%	-12.8%	8.7%	-83.2%	0.4%	2,250	1,797	4,840	92	8,978	0.0%	-15.4%	-0.1%	-21.4%	-3.8%
Marie Claire	Hearst Magazines	3,360	1,238	3,839	1,171	9,608	2,921	1,854	2,974	515	8,264	15.0%	-33.2%	29.1%	127.4%	16.3%	3,360	1,320	3,398	2,821	10,899	15.0%	-16.4%	21.4%	1057.6%	44.5%

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Martha Stewart Living	Meredith Corporation	8,519	2,705	4,820	786	16,830	7,824	3,500	7,868	676	19,868	8.9%	-22.7%	-38.7%	16.3%	-15.3%	8,519	2,472	4,887	695	16,573	8.9%	-27.2%	-37.5%	29.7%	-15.3%
Men's Fitness	American Media, Inc.	7,683	1,328	3,418	37	12,466	7,109	1,455	3,554	155	12,273	8.1%	-8.7%	-3.8%	-76.1%	1.6%	7,683	1,299	3,527	31	12,540	8.1%	-14.5%	-1.8%	-87.4%	0.6%
Men's Health	Rodale Inc.	13,575	1,452	5,587	-	20,614	12,244	1,604	5,016	-	18,864	10.9%	-9.5%	11.4%	-	9.3%	13,575	1,504	5,494	-	20,573	10.9%	-2.9%	9.0%	-	9.2%
Midwest Living	Meredith Corporation	3,247	309	545	-	4,101	3,626	348	777	-	4,751	-10.5%	-11.2%	-29.9%	-	-13.7%	3,247	294	502	-	4,043	-10.5%	-10.8%	-28.1%	-	-13.1%
Money	Time Inc.	5,978	1,412	2,890	8	10,288	5,729	1,675	2,641	33	10,078	4.3%	-15.7%	9.4%	-77.0%	2.1%	5,978	1,491	3,182	9	10,660	4.3%	-17.3%	10.1%	-14.3%	2.2%
Mother Earth News	Ogden Publications	2,702	406	1,300	-	4,408	2,671	715	1,278	-	4,664	1.2%	-43.2%	1.7%	-	-5.5%	2,702	361	995	-	4,057	1.2%	-39.5%	-13.2%	-	-8.1%
Motor Trend	TEN	6,922	1,296	1,502	828	10,548	7,139	1,118	1,313	1,748	11,318	-3.0%	15.9%	14.4%	-52.6%	-6.8%	6,922	1,410	1,381	940	10,653	-3.0%	34.9%	15.0%	-31.9%	-1.0%
Motorcyclist	Bonnier Corporation	1,408	103	143	-	1,654	1,613	69	121	-	1,803	-12.7%	49.3%	18.2%	-	-8.3%	1,408	63	111	-	1,582	-12.7%	-24.0%	-0.3%	-	-12.5%
Muscle & Fitness	American Media, Inc.	6,438	685	2,304	35	9,462	6,723	784	2,769	123	10,399	-4.2%	-12.7%	-16.8%	-71.5%	-9.0%	6,438	657	2,232	25	9,352	-4.2%	-17.2%	-13.3%	-84.4%	-8.8%
National Enquirer	American Media, Inc.	6,965	219	500	-	7,684	5,990	644	1,307	182	8,123	16.3%	-66.1%	-61.7%	-100.0%	-5.4%	6,965	210	497	-	7,671	16.3%	-51.4%	-47.8%	-100.0%	2.2%
National Geographic	National Geographic Partners	30,764	4,288	6,050	493	41,595	29,438	4,606	5,479	496	40,019	4.5%	-6.9%	10.4%	-0.6%	3.9%	30,764	4,103	5,641	303	40,810	4.5%	-6.1%	17.9%	-17.1%	4.8%
National Geographic Kids	National Geographic Partners	6,992	329	464	38	7,822	6,601	353	420	38	7,412	5.9%	-6.9%	10.4%	-0.6%	5.5%	6,992	314	432	23	7,762	5.9%	-6.1%	17.9%	-17.1%	5.9%
National Geographic Traveler	National Geographic Partners	11,135	440	621	51	12,246	9,411	473	562	51	10,497	18.3%	-6.9%	10.4%	-0.6%	16.7%	11,135	421	579	31	12,166	18.3%	-6.1%	17.9%	-17.1%	17.1%
New York Magazine	New York Media	2,514	5,327	16,597	465	24,903	2,578	4,950	12,109	340	19,977	-2.5%	7.6%	37.1%	36.8%	24.7%	2,514	5,601	17,672	427	26,213	-2.5%	3.8%	43.3%	2.2%	26.5%
NYLON	* NYLON Media	1,167	749	846	88	2,850	1,213	303	2,263	159	3,938	-3.8%	147.2%	-62.6%	-44.7%	-27.6%	1,167	666	669	29	2,531	-3.8%	113.8%	-72.9%	-77.5%	-38.6%
O, The Oprah Magazine	Hearst Magazines	9,547	816	1,539	1,062	12,964	10,499	797	1,811	1,582	14,689	-9.1%	2.4%	-15.0%	-32.9%	-11.7%	9,547	723	1,340	1,057	12,667	-9.1%	-12.8%	-20.1%	-33.2%	-13.2%
OK! Magazine	American Media, Inc.	4,940	304	2,048	-	7,292	4,467	3,774	5,356	1,643	15,240	10.6%	-91.9%	-61.8%	-100.0%	-52.2%	4,940	720	1,992	17	7,669	10.6%	-78.7%	-59.7%	-99.0%	-47.2%
Outdoor Life	Bonnier Corporation	5,975	276	717	-	6,968	5,473	303	603	-	6,379	9.2%	-8.9%	18.9%	-	9.2%	5,975	261	712	-	6,948	9.2%	-18.0%	2.8%	-	7.2%
Parents	** Meredith Corporation	12,067	1,712	5,607	216	19,602	12,798	1,725	6,576	23	21,122	-5.7%	-0.8%	-14.7%	839.1%	-7.2%	12,067	1,591	5,791	200	19,650	-5.7%	-5.2%	-12.4%	954.4%	-6.9%
People	Time Inc.	42,448	5,906	25,552	4,212	78,118	39,431	8,989	25,581	3,197	77,198	7.7%	-34.3%	-0.1%	31.8%	1.2%	42,448	6,012	26,545	4,348	79,353	7.7%	-33.0%	-7.0%	38.5%	-0.9%
People en Español	Time Inc.	7,050	91	815	37	7,993	6,797	133	1,170	-	8,100	3.7%	-32.0%	-30.3%	+	-1.3%	7,050	92	863	40	8,045	3.7%	-38.3%	-27.6%	+	-1.1%
Petersen's Hunting	Outdoor Sportsman Group	4,435	20	54	-	4,509	4,591	-	61	-	4,652	-3.4%	+	-11.5%	-	-3.1%	4,435	16	69	-	4,520	-3.4%	+	-4.6%	-	-3.1%
Playboy	Playboy Enterprises Inc.	3,677	686	2,415	226	7,004	3,793	731	4,676	380	9,580	-3.1%	-6.2%	-48.4%	-40.5%	-26.9%	3,677	617	2,970	279	7,542	-3.1%	-27.2%	-41.8%	-35.1%	-25.8%
Popular Mechanics	Hearst Magazines	7,202	2,142	3,509	89	12,941	7,867	2,811	3,309	-	13,987	-8.5%	-23.8%	6.0%	+	-7.5%	7,202	2,019	3,458	98	12,778	-8.5%	-23.5%	13.3%	+	-5.8%
Popular Science	Bonnier Corporation	7,565	1,530	1,506	54	10,655	6,861	827	1,404	68	9,160	10.3%	85.0%	7.3%	-20.6%	16.3%	7,565	1,057	1,524	89	10,235	10.3%	30.7%	15.7%	39.8%	13.1%
Prevention	Rodale Inc.	6,670	2,222	5,270	-	14,162	7,072	1,785	5,724	-	14,581	-5.7%	24.5%	-7.9%	-	-2.9%	6,670	2,009	5,260	-	13,939	-5.7%	6.7%	-10.2%	-	-5.9%
Rachael Ray Every Day	Meredith Corporation	6,081	227	412	-	6,720	5,186	326	631	-	6,143	17.3%	-30.4%	-34.7%	-	9.4%	6,081	148	340	-	6,569	17.3%	-59.0%	-52.9%	-	4.8%
Reader's Digest	Trusted Media Brands	19,128	2,004	2,386	-	23,518	18,387	1,547	3,773	76	23,783	4.0%	29.5%	-36.8%	-100.0%	-1.1%	19,128	2,175	2,744	-	24,047	4.0%	45.0%	-30.1%	-100.0%	0.7%
Real Simple	Time Inc.	7,432	2,286	5,396	270	15,384	7,541	3,115	6,520	67	17,243	-1.4%	-26.6%	-17.2%	302.7%	-10.8%	7,432	2,509	5,843	213	15,997	-1.4%	-23.7%	-16.7%	174.6%	-10.7%
Redbook	Hearst Magazines	5,509	657	2,014	1,522	9,703	5,423	1,605	2,696	-	9,724	1.6%	-59.1%	-25.3%	+	-0.2%	5,509	804	2,203	917	9,433	1.6%	-30.8%	-21.1%	1993.6%	0.2%
Road & Track	Hearst Magazines	2,871	753	1,713	-	5,337	3,133	903	1,278	-	5,313	-8.4%	-16.6%	34.1%	-	0.4%	2,871	827	1,839	-	5,537	-8.4%	-16.4%	24.7%	-	-1.1%

Magazine Brand	Publishing Company	CURRENT MONTH - March 2017 (000)					YEAR AGO - March 2016 (000)					March 2017 vs. March 2016 (% change)					YTD AVERAGE - as of March 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°
Runner's World	Rodale Inc.	2,686	1,121	4,256	-	8,063	2,692	1,222	3,922	-	7,836	-0.2%	-8.3%	8.5%	-	2.9%	2,686	975	3,245	-	6,906	-0.2%	-14.7%	-11.3%	-	-7.8%
Saveur	* Bonnier Corporation	1,573	504	979	-	3,056	1,573	628	1,095	-	3,296	0.0%	-19.7%	-10.6%	-	-7.3%	1,573	469	1,006	-	3,048	0.0%	-24.0%	-20.6%	-	-11.8%
Self	Condé Nast	4,319	1,590	3,686	834	10,429	3,624	1,342	3,864	153	8,983	19.2%	18.5%	-4.6%	445.1%	16.1%	4,319	1,671	3,967	1,063	11,021	19.2%	22.6%	2.9%	584.2%	22.5%
Ser Padres	** Meredith Corporation	2,154	-	35	-	2,189	2,075	-	-	-	2,075	3.8%	-	+	-	5.5%	2,154	-	31	-	2,185	3.8%	-	+	-	5.3%
Seventeen	Hearst Magazines	7,154	724	2,166	74	10,117	6,201	923	3,000	275	10,399	15.4%	-21.6%	-27.8%	-73.1%	-2.7%	7,154	774	2,125	100	10,152	15.4%	-24.1%	-37.4%	-44.2%	-6.0%
Shape	* Meredith Corporation	5,890	3,118	5,993	218	15,219	6,050	2,690	8,273	76	17,089	-2.6%	15.9%	-27.6%	186.8%	-10.9%	5,890	3,599	5,694	251	15,434	-2.6%	42.4%	-11.2%	236.2%	2.4%
Ski	Active Interest Media	1,389	29	31	-	1,449	1,307	85	23	-	1,415	6.3%	-65.9%	34.8%	-	2.4%	1,389	30	78	-	1,497	6.3%	-52.6%	111.8%	-	6.3%
Smithsonian	Smithsonian Enterprises	7,253	1,584	3,674	153	12,664	6,910	1,340	2,233	32	10,515	5.0%	18.2%	64.5%	378.1%	20.4%	7,253	1,644	4,087	178	13,162	5.0%	21.2%	68.4%	462.1%	22.7%
Soap Opera Digest	American Media, Inc.	2,984	48	125	-	3,158	3,113	52	-	-	3,165	-4.1%	-6.4%	+	-	-0.2%	2,984	51	122	-	3,157	-4.1%	12.7%	+	-	0.0%
Southern Living	Time Inc.	15,855	1,632	3,964	234	21,684	15,088	1,829	4,403	123	21,443	5.1%	-10.8%	-10.0%	89.7%	1.1%	15,855	1,590	3,617	163	21,226	5.1%	-8.0%	-9.9%	60.1%	1.4%
Sports Illustrated	Time Inc.	18,599	3,327	8,215	2,167	32,307	18,342	5,837	8,980	3,155	36,314	1.4%	-43.0%	-8.5%	-31.3%	-11.0%	18,599	3,731	9,630	2,433	34,393	1.4%	-40.9%	-9.2%	-29.5%	-11.2%
Star	American Media, Inc.	6,390	26	247	-	6,663	5,808	266	1,279	56	7,409	10.0%	-90.4%	-80.7%	-100.0%	-10.1%	6,390	32	202	-	6,624	10.0%	-83.6%	-86.3%	-100.0%	-12.0%
Street Rodder	TEN	2,421	120	129	8	2,677	2,011	126	216	56	2,408	20.4%	-5.2%	-40.3%	-86.0%	11.2%	2,421	110	120	15	2,666	20.4%	-14.0%	-41.8%	-74.6%	10.9%
StyleWatch	Time Inc.	5,198	754	2,894	-	8,846	5,134	1,417	5,053	41	11,645	1.2%	-46.8%	-42.7%	-100.0%	-24.0%	5,198	951	3,598	35	9,782	1.2%	-31.3%	-32.5%	49.3%	-17.6%
Sunset	Time Inc.	4,438	451	827	-	5,717	4,756	746	1,201	-	6,703	-6.7%	-39.5%	-31.1%	-	-14.7%	4,438	402	672	21	5,534	-6.7%	-29.6%	-18.2%	+	-10.0%
Taste of Home	Trusted Media Brands	13,241	3,847	8,092	29	25,209	12,248	3,843	8,619	399	25,108	8.1%	0.1%	-6.1%	-92.7%	0.4%	13,241	3,597	7,064	25	23,927	8.1%	-5.9%	-18.0%	-98.3%	-8.5%
Teen Vogue	Condé Nast	3,040	1,208	5,738	1,627	11,613	3,469	673	2,888	542	7,572	-12.4%	79.5%	98.7%	200.2%	53.4%	3,040	1,198	6,498	954	11,690	-12.4%	83.4%	159.9%	182.4%	67.9%
Texas Monthly	Emmis Publishing	2,158	219	579	-	2,956	2,736	255	592	-	3,583	-21.1%	-14.1%	-2.2%	-	-17.5%	2,158	221	616	-	2,995	-21.1%	-17.7%	-9.6%	-	-18.7%
The Atlantic	Atlantic Media	2,149	5,879	11,862	28	19,918	1,898	6,472	10,838	432	19,640	13.2%	-9.2%	9.4%	-93.5%	1.4%	2,149	6,154	14,448	78	22,830	13.2%	0.4%	36.5%	-78.3%	20.3%
The Economist	The Economist Newspaper Limited	2,213	1,909	2,039	219	6,380	2,407	2,129	1,769	52	6,357	-8.1%	-10.3%	15.3%	321.2%	0.4%	2,213	1,749	1,954	106	6,022	-8.1%	-15.6%	11.0%	151.2%	-4.1%
The Family Handyman	Trusted Media Brands	4,761	1,910	2,709	-	9,380	4,647	1,419	2,846	442	9,354	2.5%	34.6%	-4.8%	-100.0%	0.3%	4,761	1,899	2,204	-	8,863	2.5%	41.4%	-22.7%	-100.0%	-2.9%
The New Yorker	Condé Nast	4,858	3,841	10,021	1,332	20,052	4,326	4,100	7,617	656	16,699	12.3%	-6.3%	31.6%	103.0%	20.1%	4,858	3,927	11,141	1,058	20,985	12.3%	-1.9%	31.5%	88.0%	20.9%
This Old House	This Old House Ventures, LLC	5,949	1,084	1,958	-	8,991	5,084	1,477	2,658	-	9,219	17.0%	-26.6%	-26.3%	-	-2.5%	5,949	1,018	1,817	-	8,784	17.0%	-26.5%	-24.1%	-	-0.9%
Time	Time Inc.	18,399	7,001	16,730	2,600	44,730	16,623	7,737	16,779	1,366	42,506	10.7%	-9.5%	-0.3%	90.3%	5.2%	18,399	7,037	21,059	3,330	49,825	10.7%	-13.2%	9.9%	112.0%	9.6%
Town & Country	Hearst Magazines	3,197	792	1,520	853	6,362	3,003	718	1,139	-	4,860	6.5%	10.3%	33.5%	+	30.9%	3,197	638	1,286	1,083	6,204	6.5%	5.7%	16.6%	+	31.7%
Traditional Home	Meredith Corporation	4,284	24	88	-	4,396	3,938	36	113	-	4,087	8.8%	-33.3%	-22.1%	-	7.6%	4,284	39	80	-	4,403	8.8%	8.3%	-19.3%	-	8.1%
Travel + Leisure	Time Inc.	6,583	1,707	4,540	435	13,266	5,814	1,354	3,053	-	10,221	13.2%	26.1%	48.7%	+	29.8%	6,583	1,838	4,568	315	13,304	13.2%	48.9%	47.4%	+	31.1%
Vanity Fair	Condé Nast	7,926	2,990	8,486	5,361	24,763	7,527	3,303	6,594	1,975	19,399	5.3%	-9.5%	28.7%	171.4%	27.6%	7,926	3,068	10,082	4,666	25,743	5.3%	-6.4%	52.3%	164.2%	34.1%
Veranda	Hearst Magazines	1,228	189	106	-	1,523	1,160	-	86	-	1,246	5.9%	+	23.3%	-	22.2%	1,228	63	136	-	1,427	5.9%	+	53.6%	-	14.3%
Vogue	Condé Nast	11,659	1,653	3,358	2,330	19,000	11,389	1,670	3,164	1,121	17,344	2.4%	-1.0%	6.1%	107.9%	9.5%	11,659	1,743	3,589	1,827	18,817	2.4%	-5.2%	7.2%	108.8%	7.8%
W	Condé Nast	1,036	258	633	458	2,385	1,046	292	411	583	2,332	-1.0%	-11.6%	54.0%	-21.4%	2.3%	1,036	264	687	795	2,781	-1.0%	30.5%	72.3%	19.9%	20.4%

		CURRENT MONTH - March 2017 (000)					YEAR AGO - March 2016 (000)					March 2017 vs. March 2016 (% change)					YTD AVERAGE - as of March 2017 (000)					YTD 2017 vs. YTD 2016 (% change)				
Magazine Brand	Publishing Company	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°
WebMD Magazine	WebMD, LLC	10,336	15,407	35,174	19	60,936	10,009	15,881	33,962	78	59,930	3.3%	-3.0%	3.6%	-75.6%	1.7%	10,336	14,676	34,150	29	59,190	3.3%	-5.5%	2.1%	-57.6%	0.2%
Wired	Condé Nast	3,013	3,541	6,293	3,368	16,215	2,382	4,310	6,349	1,199	14,240	26.5%	-17.8%	-0.9%	180.9%	13.9%	3,013	3,449	6,583	2,500	15,545	26.5%	-19.3%	2.1%	111.7%	8.8%
Woman's Day	Hearst Magazines	16,531	1,118	3,091	18	20,758	16,213	1,291	2,484	-	19,988	2.0%	-13.3%	24.4%	+	3.9%	16,531	1,007	3,258	85	20,881	2.0%	-20.0%	33.1%	52.2%	4.5%
Women's Health	Rodale Inc.	11,341	2,256	6,318	-	19,915	9,982	2,003	6,514	-	18,499	13.6%	12.6%	-3.0%	-	7.7%	11,341	1,835	6,149	-	19,325	13.6%	-2.0%	-5.5%	-	5.2%
Yoga Journal	Active Interest Media	1,966	260	200	-	2,426	2,029	155	157	-	2,341	-3.1%	67.7%	27.4%	-	3.6%	1,966	367	219	-	2,552	-3.1%	156.0%	178.0%	-	13.4%
<b>Total (000)</b>		<b>926,969</b>	<b>239,499</b>	<b>552,361</b>	<b>74,905</b>	<b>1,793,734</b>	<b>878,859</b>	<b>272,599</b>	<b>559,543</b>	<b>53,122</b>	<b>1,764,123</b>	<b>5.5%</b>	<b>-12.1%</b>	<b>-1.3%</b>	<b>41.0%</b>	<b>1.7%</b>	<b>926,969</b>	<b>235,674</b>	<b>569,966</b>	<b>76,412</b>	<b>1,809,021</b>	<b>5.5%</b>	<b>-11.3%</b>	<b>1.1%</b>	<b>47.3%</b>	<b>2.8%</b>
<b>Share by Platform (%)</b>		<b>51.7%</b>	<b>13.4%</b>	<b>30.8%</b>	<b>4.2%</b>	<b>100.0%</b>	<b>49.8%</b>	<b>15.5%</b>	<b>31.7%</b>	<b>3.0%</b>	<b>100.0%</b>						<b>51.2%</b>	<b>13.0%</b>	<b>31.5%</b>	<b>4.2%</b>	<b>100.0%</b>					

\* Numbers reported for print+digital editions reflect print only and are generated from GfK MRI audience prototype.

\*\* Meredith Corporation's Desktop/Laptop, Mobile Web, and Video data for: (A) *Family Fun* and *Ser Padres* are rolled up into *Parents* for both 2015 and 2016, and (B) *Shape* are estimated for Jan. and Feb. 2016 due to a comScore tagging error.

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 2016 and Fall 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.

- Web (Desktop/Laptop): comScore Media Metrix®; March 2017 and March 2016; U.S.

- Mobile Web: comScore Mobile Metrix; March 2017 and March 2016; U.S.

- Video: comScore Video Metrix; March 2017 and March 2016; U.S.

**Year to Date**

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Fall 2016 and 2015, DoubleBase 2016 and DB 2015; GfK MRI Accessed Prototype; or Fall 2016 and Spring 2016 Ipsos Affluent Survey USA.

- Web (Desktop/Laptop): comScore Media Metrix® January 2017 - March 2017 and January 2016 - March 2016; U.S.

- Mobile Web: comScore Media Metrix® January 2017 - March 2017 and January 2016 - March 2016; U.S.

- Video: comScore Media Metrix® January 2017 - March 2017 and January 2016 - March 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 editions only.

- 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.

- 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.

- 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.

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.

**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 126 magazine media brands from 30 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](http://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 October 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.