

Magazine Brand	Publishing Company	CURRENT MONTH - November 2017 (000)					YEAR AGO - November 2016 (000)					November 2017 vs. November 2016 (% change)					YTD AVERAGE - as of November 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	46	107	9	3,175	2,648	47	128	-	2,822	13.8%	-1.9%	-16.4%	+	12.5%	2,960	49	106	1	3,117	18.1%	-13.5%	-17.5%	-90.4%	15.3%
AARP	AARP Media	38,557	3,675	6,728	-	48,960	37,501	3,821	3,551	65	44,938	2.8%	-3.8%	89.5%	-100.0%	9.0%	38,260	3,676	4,000	20	45,956	4.8%	-1.6%	-8.7%	-85.2%	2.7%
Allrecipes	Meredith Corporation	7,806	13,622	41,343	1,923	64,694	8,189	15,247	39,223	1,691	64,350	-4.7%	-10.7%	5.4%	13.7%	0.5%	7,960	11,676	32,062	1,409	53,107	3.6%	-5.6%	3.3%	30.0%	1.8%
Allure	Condé Nast	5,648	1,184	3,845	1,078	11,755	6,225	941	3,993	1,052	12,211	-9.3%	25.9%	-3.7%	2.5%	-3.7%	5,811	1,150	4,499	1,692	13,152	4.1%	13.3%	19.0%	254.1%	21.1%
Architectural Digest	Condé Nast	4,047	595	1,673	360	6,675	4,257	540	1,179	358	6,334	-4.9%	10.2%	41.9%	0.6%	5.4%	4,450	478	1,093	283	6,304	17.5%	9.6%	17.7%	614.0%	21.5%
Automobile	TEN	3,295	318	205	-	3,818	3,308	262	175	-	3,745	-0.4%	21.4%	17.1%	-	1.9%	3,517	261	212	-	3,990	7.8%	3.6%	-23.5%	-100.0%	4.2%
Autoweek	Crain Communications, Inc.	2,440	426	1,504	-	4,370	2,136	331	714	-	3,181	14.2%	28.7%	110.6%	-	37.4%	2,616	409	750	-	3,775	22.4%	9.8%	36.0%	-	23.3%
Backpacker	Active Interest Media	1,455	186	273	-	1,914	1,298	124	-	-	1,422	12.1%	50.0%	+	-	34.6%	1,384	224	242	-	1,850	12.1%	32.9%	64.3%	-	19.4%
Better Homes and Gardens	Meredith Corporation	36,324	4,510	5,820	365	47,019	36,951	5,066	5,434	720	48,171	-1.7%	-11.0%	7.1%	-49.3%	-2.4%	37,392	4,602	5,002	467	47,462	1.0%	16.0%	-21.3%	40.9%	-0.5%
Bicycling	Rodale Inc.	1,334	291	628	-	2,253	1,629	322	547	-	2,498	-18.1%	-9.6%	14.8%	-	-9.8%	1,476	355	828	12	2,670	-7.0%	-4.6%	1.2%	+	-3.8%
Birds & Blooms	Trusted Media Brands	5,017	102	117	-	5,236	5,510	103	126	-	5,739	-8.9%	-1.0%	-7.1%	-	-8.8%	5,434	146	289	-	5,869	6.1%	4.6%	32.1%	-	7.1%
Bon Appétit/Epicurious	Condé Nast	6,592	4,540	12,040	3,075	26,247	6,880	5,272	12,522	2,131	26,805	-4.2%	-13.9%	-3.8%	44.3%	-2.1%	7,057	3,688	9,995	2,483	23,222	6.0%	-24.0%	-8.6%	30.9%	-4.6%
Brides	Condé Nast	5,437	773	1,558	801	8,570	4,921	992	1,227	580	7,719	10.5%	-22.0%	27.0%	38.2%	11.0%	5,153	877	1,388	612	8,031	11.0%	0.5%	-17.9%	263.7%	8.9%
Car and Driver	Hearst Magazines	8,712	1,979	5,327	-	16,018	9,451	2,248	4,109	103	15,911	-7.8%	-12.0%	29.6%	-100.0%	0.7%	9,414	2,195	4,953	52	16,614	9.2%	-16.7%	3.4%	-57.9%	2.8%
Car Craft	TEN	2,222	45	39	8	2,314	2,192	42	51	11	2,297	1.4%	6.0%	-23.2%	-26.0%	0.8%	2,166	44	47	6	2,263	10.4%	-13.0%	-40.8%	-63.6%	7.3%
Coastal Living	Time Inc.	4,622	161	669	-	5,452	4,206	201	341	-	4,747	9.9%	-19.8%	96.5%	-	14.8%	4,669	239	711	-	5,619	17.5%	-6.8%	24.0%	-	17.0%
Condé Nast Traveler	Condé Nast	3,472	851	3,224	724	8,272	3,376	930	3,048	580	7,933	2.8%	-8.5%	5.8%	25.0%	4.3%	3,467	858	2,812	1,342	8,478	5.8%	-1.9%	5.2%	697.6%	21.3%
Cooking Light	Time Inc.	9,769	902	1,937	66	12,675	10,579	910	1,891	-	13,380	-7.7%	-0.8%	2.5%	+	-5.3%	10,102	908	2,079	76	13,164	-7.8%	-33.6%	-35.8%	453.8%	-15.5%
Cosmopolitan	Hearst Magazines	16,158	2,213	12,362	455	31,188	17,133	3,028	12,282	552	32,994	-5.7%	-26.9%	0.7%	-17.5%	-5.5%	16,771	2,378	12,607	924	32,680	5.9%	-23.6%	-4.0%	-9.4%	-1.2%
Country Living	Hearst Magazines	11,798	3,000	10,257	821	25,876	11,657	3,420	11,882	1,091	28,049	1.2%	-12.3%	-13.7%	-24.7%	-7.7%	11,941	2,674	9,037	985	24,638	1.8%	0.0%	15.8%	465.2%	10.1%
Cycle World	Bonnier Corporation	1,404	232	387	-	2,023	1,951	193	267	-	2,411	-28.0%	20.2%	44.9%	-	-16.1%	1,678	239	380	-	2,297	-15.8%	26.3%	14.7%	-	-8.7%
Departures	Time Inc.	6,436	172	39	-	6,647	6,094	237	35	-	6,366	5.6%	-27.4%	12.2%	-	4.4%	6,436	53	48	-	6,537	5.6%	-63.1%	23.8%	-	4.2%
Diabetic Living	Meredith Corporation	6,662	143	270	-	7,075	6,153	88	167	-	6,408	8.3%	62.5%	61.7%	-	10.4%	6,664	132	270	-	7,066	8.5%	-6.4%	13.6%	-	8.4%
Dirt Rider	Bonnier Corporation	1,363	26	98	-	1,487	1,346	39	109	-	1,494	1.3%	-33.3%	-10.1%	-	-0.5%	1,355	106	112	-	1,573	-2.2%	92.6%	31.0%	-	3.0%
Discover	Kalmbach Publishing Co.	2,141	216	185	-	2,542	1,903	253	145	-	2,301	12.5%	-14.6%	27.6%	-	10.5%	2,239	199	167	-	2,606	16.0%	-7.8%	2.3%	-	12.8%
domino	Domino Media Group, Inc.	1,140	318	893	-	2,351	1,060	166	2,120	-	3,346	7.5%	91.4%	-57.9%	-	-29.7%	1,140	194	890	-	2,223	7.5%	41.0%	-25.4%	-	-7.0%
EatingWell	Meredith Corporation	6,803	1,296	2,660	94	10,853	6,060	1,547	2,406	129	10,142	12.3%	-16.2%	10.6%	-27.1%	7.0%	6,400	1,925	2,490	84	10,899	4.4%	42.3%	4.6%	205.6%	10.2%
Elle	Hearst Magazines	4,570	1,704	6,599	610	13,483	5,476	2,025	5,690	1,658	14,849	-16.5%	-15.9%	16.0%	-63.2%	-9.2%	4,950	1,837	6,167	1,065	14,019	-9.2%	-9.4%	23.8%	78.3%	7.4%
Elle Decor	Hearst Magazines	2,231	398	667	61	3,357	2,059	283	704	44	3,091	8.4%	40.7%	-5.3%	37.6%	8.6%	2,147	363	745	313	3,568	14.9%	7.2%	15.0%	2432.8%	24.4%
Entertainment Weekly	Time Inc.	9,360	4,224	14,278	1,970	29,833	9,929	4,758	13,726	1,500	29,913	-5.7%	-11.2%	4.0%	31.4%	-0.3%	10,008	3,926	13,853	2,160	29,946	11.6%	-19.2%	-0.6%	35.4%	2.0%
Entrepreneur	Entrepreneur Media	3,149	3,448	2,676	5,998	15,271	3,061	3,443	2,909	109	9,522	2.9%	0.1%	-8.0%	5402.8%	60.4%	3,053	2,984	2,666	4,719	13,421	17.6%	-20.5%	-16.3%	1341.0%	36.1%

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ESPN The Magazine	ESPN, Inc.	17,459	26,958	64,059	14,040	122,516	18,397	28,075	61,431	7,927	115,830	-5.1%	-4.0%	4.3%	77.1%	5.8%	17,363	22,325	50,257	11,119	101,063	3.1%	-5.2%	-2.8%	-1.6%	-2.3%
Esquire	Hearst Magazines	3,019	1,875	6,235	442	11,571	3,317	3,063	8,215	117	14,712	-9.0%	-38.8%	-24.1%	278.2%	-21.3%	3,374	1,855	5,705	265	11,199	12.4%	-44.4%	-2.8%	-68.9%	-14.3%
Essence	Time Inc.	6,363	724	3,204	132	10,424	6,626	500	3,576	93	10,795	-4.0%	44.9%	-10.4%	41.9%	-3.4%	6,714	706	3,132	151	10,704	-1.4%	1.5%	-17.7%	82.7%	-6.0%
Family Circle	Meredith Corporation	12,747	398	257	-	13,402	15,736	127	389	-	16,252	-19.0%	213.4%	-33.9%	-	-17.5%	14,826	366	201	-	15,393	-6.8%	172.5%	5.4%	-	-5.2%
FamilyFun	Meredith Corporation	4,848	28	81	1	4,957	3,664	25	80	3	3,772	32.3%	9.4%	1.0%	-66.7%	31.4%	4,177	14	38	1	4,229	2.9%	4.2%	-5.9%	-4.5%	2.8%
Fast Company	Mansueto Ventures	2,103	2,015	3,553	24	7,695	2,175	1,819	3,510	-	7,504	-3.3%	10.8%	1.2%	+	2.5%	2,149	2,145	3,728	33	8,055	-2.2%	-17.3%	-24.8%	-85.7%	-19.3%
Field & Stream	Bonnier Corporation	9,050	541	2,254	17	11,862	9,292	641	1,916	90	11,939	-2.6%	-15.6%	17.6%	-81.1%	-0.6%	9,470	447	1,506	24	11,447	12.7%	-13.2%	12.4%	-52.7%	11.1%
Fit Pregnancy & Baby	Meredith Corporation	7,000	194	1,569	-	8,763	7,000	319	1,732	-	9,051	0.0%	-39.2%	-9.4%	-	-3.2%	7,000	249	1,778	-	9,027	0.0%	-19.2%	3.2%	-	0.0%
Flying	Bonnier Corporation	1,041	136	216	-	1,393	846	132	141	-	1,119	23.0%	3.0%	53.2%	-	24.5%	952	121	187	-	1,260	3.3%	-3.1%	27.7%	-	5.6%
Food & Wine	Time Inc.	7,432	1,579	4,952	180	14,143	8,150	1,854	4,272	48	14,324	-8.8%	-14.9%	15.9%	276.4%	-1.3%	8,162	1,375	4,030	189	13,756	7.5%	-13.4%	-14.6%	295.8%	-1.3%
Food Network Magazine	Hearst Magazines	12,902	1,230	4,005	179	18,317	13,874	1,522	4,207	317	19,920	-7.0%	-19.2%	-4.8%	-43.4%	-8.0%	13,510	919	2,948	136	17,514	1.9%	-29.7%	-11.9%	12.4%	-2.9%
Forbes	Forbes Media	7,402	20,213	45,136	8,581	81,332	7,776	18,512	44,397	4,062	74,747	-4.8%	9.2%	1.7%	111.3%	8.8%	7,457	16,783	38,579	4,930	67,749	2.1%	-9.2%	11.6%	96.6%	7.8%
Fortune	Time Inc.	3,291	4,327	9,893	1,995	19,507	3,668	5,217	9,883	1,048	19,816	-10.3%	-17.1%	0.1%	90.4%	-1.6%	3,760	3,371	7,616	1,355	16,102	10.3%	-30.4%	0.1%	50.4%	-4.0%
Game & Fish	Outdoor Sportsman Group	6,310	115	364	-	6,789	6,535	138	269	-	6,942	-3.4%	-16.7%	35.3%	-	-2.2%	6,352	117	322	4	6,795	3.1%	-13.6%	15.2%	+	3.3%
Glamour	Condé Nast	9,846	1,359	4,339	1,827	17,371	10,485	2,024	4,643	4,429	21,581	-6.1%	-32.9%	-6.5%	-58.7%	-19.5%	10,269	1,417	5,403	1,885	18,975	2.6%	-29.0%	-6.0%	15.9%	-2.1%
Golf Digest	Condé Nast	4,684	519	2,277	440	7,920	5,131	390	1,075	291	6,887	-8.7%	33.2%	111.9%	51.1%	15.0%	4,968	649	2,287	1,062	8,966	4.2%	4.4%	38.5%	61.9%	16.5%
Golf Magazine	Time Inc.	4,539	548	730	148	5,964	4,864	506	578	112	6,059	-6.7%	8.3%	26.3%	32.4%	-1.6%	4,650	773	1,420	268	7,111	3.5%	11.4%	8.0%	28.4%	5.9%
Good Housekeeping	Hearst Magazines	19,451	3,760	8,590	533	32,335	19,468	4,866	8,028	97	32,459	-0.1%	-22.7%	7.0%	448.1%	-0.4%	19,685	3,045	7,707	443	30,880	2.8%	-26.1%	18.3%	193.1%	3.2%
GQ	Condé Nast	6,022	1,841	5,499	3,242	16,603	6,417	1,838	7,666	2,471	18,393	-6.2%	0.1%	-28.3%	31.2%	-9.7%	6,380	1,625	6,106	2,625	16,736	4.9%	-18.0%	7.6%	60.1%	8.8%
Guns & Ammo	Outdoor Sportsman Group	11,674	216	509	-	12,399	11,106	277	551	-	11,934	5.1%	-22.0%	-7.6%	-	3.9%	11,265	187	395	-	11,847	11.8%	-39.6%	-23.9%	-100.0%	8.6%
Harper's Bazaar	Hearst Magazines	3,030	1,081	5,449	792	10,352	3,073	3,064	4,489	3,362	13,989	-1.4%	-64.7%	21.4%	-76.4%	-26.0%	2,854	1,135	4,390	1,360	9,739	-11.9%	-40.2%	16.5%	56.4%	-0.4%
Health	Time Inc.	9,294	1,567	4,079	172	15,112	8,918	2,162	5,637	117	16,834	4.2%	-27.5%	-27.6%	47.1%	-10.2%	9,273	1,760	5,564	208	16,805	13.5%	-27.4%	-18.6%	103.6%	-4.2%
HGTV Magazine	Hearst Magazines	10,382	168	347	26	10,923	9,455	158	256	57	9,926	9.8%	6.1%	35.6%	-54.0%	10.0%	9,753	167	342	30	10,292	10.5%	-8.2%	-42.3%	-22.0%	6.8%
Hot Rod	TEN	5,409	171	150	31	5,761	5,573	162	195	42	5,972	-2.9%	6.0%	-23.2%	-26.0%	-3.5%	5,510	168	178	23	5,879	-0.3%	-13.0%	-40.8%	-63.7%	-3.4%
House Beautiful	Hearst Magazines	5,288	578	2,510	61	8,437	6,079	1,454	2,671	-	10,204	-13.0%	-60.3%	-6.0%	+	-17.3%	5,976	818	2,014	76	8,884	7.6%	-35.2%	-6.8%	2668.7%	-1.1%
In-Fisherman	Outdoor Sportsman Group	3,903	41	-	-	3,944	3,944	18	45	-	4,007	-1.0%	127.8%	-100.0%	-	-1.6%	4,023	34	19	-	4,076	22.4%	-13.8%	-80.2%	-	19.1%
InStyle	Time Inc.	8,155	1,413	3,937	324	13,830	9,047	1,616	6,230	73	16,966	-9.9%	-12.5%	-36.8%	342.9%	-18.5%	8,642	1,365	3,324	190	13,523	-1.0%	-20.3%	-31.8%	288.8%	-12.0%
Kraft Food & Family	Meredith Corporation	2,250	2,133	7,468	-	11,851	2,250	2,596	5,629	159	10,634	0.0%	-17.8%	32.7%	-100.0%	11.4%	2,250	1,748	4,861	53	8,912	0.0%	-13.7%	2.9%	-55.3%	-2.3%
Marie Claire	Hearst Magazines	2,938	912	3,123	893	7,867	3,360	1,450	3,371	3,278	11,459	-12.6%	-37.1%	-7.3%	-72.8%	-31.4%	3,175	1,138	3,553	1,761	9,628	1.2%	-16.6%	14.6%	15.5%	5.5%
Martha Stewart Living	Meredith Corporation	7,725	3,318	8,885	769	20,697	8,519	2,959	6,845	828	19,151	-9.3%	12.1%	29.8%	-7.1%	8.1%	8,304	2,409	5,344	618	16,675	1.5%	-9.7%	-14.7%	-1.2%	-6.0%
Men's Health	Rodale Inc.	13,392	1,328	6,770	483	21,973	13,575	1,335	4,723	387	20,020	-1.3%	-0.5%	43.3%	24.8%	9.8%	13,680	1,411	5,826	95	21,011	7.7%	-4.4%	21.3%	22.0%	10.3%
Men's Journal	American Media, Inc.	2,843	386	1,351	-	4,580	2,703	686	1,303	-	4,692	5.2%	-43.7%	3.7%	-	-2.4%	2,768	474	1,291	-	4,532	-0.3%	-18.9%	-0.3%	-100.0%	-3.1%
Midwest Living	Meredith Corporation	2,661	352	824	-	3,837	3,247	387	642	-	4,276	-18.0%	-9.0%	28.3%	-	-10.3%	3,026	305	592	-	3,923	-14.5%	-11.1%	-15.0%	-100.0%	-14.4%
Money	Time Inc.	5,814	2,087	6,415	15	14,330	5,978	1,585	3,345	24	10,932	-2.7%	31.7%	91.8%	-39.1%	31.1%	6,066	1,597	4,062	29	11,753	9.4%	-4.0%	38.6%	30.8%	15.7%

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Mother Earth News	Ogden Publications	2,671	240	243	-	3,154	2,702	405	414	-	3,521	-1.1%	-40.7%	-41.3%	-	-10.4%	2,734	331	609	5	3,678	1.8%	-36.7%	-44.5%	-85.3%	-15.2%
Motor Trend	TEN	6,565	1,485	2,340	729	11,119	6,922	1,190	1,162	1,031	10,305	-5.2%	24.8%	101.4%	-29.3%	7.9%	7,020	1,405	1,700	814	10,940	2.9%	28.5%	34.5%	-35.5%	4.7%
Motorcyclist	Bonnier Corporation	1,928	67	131	-	2,126	1,408	77	91	-	1,576	36.9%	-13.0%	44.0%	-	34.9%	1,439	101	144	-	1,683	-7.5%	12.7%	13.7%	-	-5.0%
Muscle & Fitness	American Media, Inc.	6,450	527	1,275	17	8,269	6,438	527	1,720	2	8,687	0.2%	0.0%	-25.9%	750.0%	-4.8%	6,380	565	1,794	52	8,791	-3.3%	-17.9%	-21.3%	-64.8%	-9.5%
National Enquirer	American Media, Inc.	5,476	171	436	-	6,083	6,965	297	506	-	7,769	-21.4%	-42.5%	-13.9%	-	-21.7%	6,619	205	469	4	7,298	6.6%	-57.2%	-46.0%	-96.0%	-4.8%
National Geographic	National Geographic Partners	32,225	3,556	4,752	371	40,903	30,764	4,370	6,010	196	41,340	4.7%	-18.6%	-20.9%	89.1%	-1.1%	31,741	3,607	5,229	296	40,872	6.6%	-8.5%	-1.9%	-8.3%	3.8%
National Geographic Kids	National Geographic Partners	7,100	273	364	28	7,765	6,992	335	461	15	7,803	1.5%	-18.6%	-20.9%	89.1%	-0.5%	6,929	276	400	23	7,626	3.2%	-8.5%	-1.9%	-8.4%	2.4%
National Geographic Traveler	National Geographic Partners	12,161	365	487	38	13,051	11,135	448	617	20	12,220	9.2%	-18.6%	-20.9%	89.1%	6.8%	11,658	369	535	30	12,591	17.6%	-8.5%	-1.9%	-8.4%	15.6%
New York Magazine	New York Media	3,291	5,776	19,594	-	28,661	2,514	6,010	22,294	-	30,818	30.9%	-3.9%	-12.1%	-	-7.0%	2,851	5,130	16,498	371	24,849	10.2%	-1.2%	16.5%	-10.3%	11.2%
O, The Oprah Magazine	Hearst Magazines	9,992	784	1,669	45	12,490	9,547	833	1,652	1,966	13,998	4.7%	-6.0%	1.0%	-97.7%	-10.8%	9,635	758	1,389	804	12,586	-7.5%	-0.6%	-1.7%	-43.5%	-10.2%
OK! Magazine	American Media, Inc.	4,087	247	1,548	-	5,882	4,940	1,335	2,322	63	8,660	-17.3%	-81.5%	-33.3%	-100.0%	-32.1%	4,736	460	1,927	7	7,130	2.8%	-80.1%	-46.5%	-99.2%	-37.0%
Outdoor Life	Bonnier Corporation	6,493	400	1,501	-	8,394	5,975	351	1,025	-	7,351	8.7%	14.0%	46.4%	-	14.2%	5,986	308	908	-	7,201	2.8%	3.1%	22.5%	-	5.0%
Outside	Mariah Media	2,807	570	1,888	-	5,265	2,290	544	1,348	-	4,182	22.6%	4.8%	40.1%	-	25.9%	2,459	633	1,636	-	4,727	-3.2%	5.5%	16.3%	-	4.0%
Parents	Meredith Corporation	11,861	1,584	5,503	120	19,068	12,067	1,518	5,624	289	19,498	-1.7%	4.3%	-2.2%	-58.5%	-2.2%	12,117	1,665	5,963	156	19,900	-1.2%	4.7%	-7.1%	63.1%	-2.3%
People	Time Inc.	39,141	7,460	32,422	4,155	83,178	42,448	5,846	24,357	3,822	76,473	-7.8%	27.6%	33.1%	8.7%	8.8%	41,828	6,224	27,449	4,054	79,555	3.4%	-21.7%	0.6%	15.8%	0.5%
People en Español	Time Inc.	6,967	82	772	-	7,822	7,050	109	878	25	8,061	-1.2%	-24.5%	-12.0%	-100.0%	-3.0%	6,918	104	881	34	7,938	-1.3%	-17.3%	-17.8%	174.4%	-3.4%
Petersen's Hunting	Outdoor Sportsman Group	4,453	-	168	-	4,621	4,435	-	140	-	4,575	0.4%	-	20.0%	-	1.0%	4,396	9	63	-	4,469	-5.4%	70.0%	-10.0%	-	-5.4%
Playboy	Playboy Enterprises Inc.	3,473	256	493	70	4,291	3,677	537	3,352	422	7,988	-5.5%	-52.4%	-85.3%	-83.5%	-46.3%	3,501	445	1,983	161	6,091	-9.0%	-37.7%	-46.3%	-62.1%	-29.8%
Popular Mechanics	Hearst Magazines	7,314	1,643	3,707	58	12,722	7,202	2,808	4,693	195	14,898	1.6%	-41.5%	-21.0%	-70.3%	-14.6%	7,473	1,968	3,778	66	13,284	-0.7%	-27.4%	5.3%	-3.6%	-4.4%
Popular Science	Bonnier Corporation	8,780	1,090	2,215	18	12,103	7,565	784	1,544	71	9,964	16.1%	39.0%	43.5%	-74.6%	21.5%	8,497	1,142	1,817	54	11,511	25.6%	36.4%	13.1%	-3.1%	24.3%
Prevention	Rodale Inc.	6,519	1,614	5,700	407	14,240	6,670	1,377	4,302	74	12,423	-2.3%	17.2%	32.5%	450.0%	14.6%	6,657	1,836	5,254	76	13,823	-5.8%	8.4%	-2.7%	239.3%	-2.5%
Rachael Ray Every Day	Meredith Corporation	5,942	203	459	-	6,604	6,081	256	518	-	6,855	-2.3%	-20.7%	-11.4%	-	-3.7%	5,831	169	375	-	6,375	1.6%	-41.4%	-36.3%	-	-3.7%
Reader's Digest	Trusted Media Brands	18,133	2,529	3,753	25	24,440	19,128	2,023	2,771	68	23,990	-5.2%	25.0%	35.4%	-63.2%	1.9%	19,119	2,253	3,691	76	25,140	4.3%	20.0%	-5.0%	1.3%	4.0%
Real Simple	Time Inc.	7,071	1,987	5,975	315	15,348	7,432	2,965	7,036	225	17,658	-4.9%	-33.0%	-15.1%	40.0%	-13.1%	7,297	2,001	5,385	255	14,938	-2.5%	-28.6%	-13.1%	154.9%	-9.9%
Redbook	Hearst Magazines	5,022	495	2,060	107	7,684	5,509	718	2,208	193	8,628	-8.8%	-31.1%	-6.7%	-44.5%	-10.9%	5,429	580	1,884	420	8,313	-1.1%	-33.5%	-15.2%	168.4%	-4.9%
Road & Track	Hearst Magazines	2,775	692	1,854	-	5,322	2,871	840	1,354	-	5,065	-3.3%	-17.6%	37.0%	-	5.1%	3,004	701	1,755	5	5,465	3.5%	-27.1%	16.0%	+	1.6%
Runner's World	Rodale Inc.	2,221	883	4,266	294	7,664	2,686	858	2,837	155	6,536	-17.3%	2.9%	50.4%	89.7%	17.3%	2,474	926	3,459	53	6,911	-11.4%	-17.0%	-3.0%	76.5%	-7.9%
Saveur	Bonnier Corporation	419	538	1,353	17	2,327	477	512	1,121	-	2,110	-12.2%	5.1%	20.7%	+	10.3%	1,277	441	966	18	2,702	-1.6%	-15.5%	-5.9%	440.5%	-5.2%
Seventeen	Hearst Magazines	7,183	636	1,721	275	9,815	7,154	812	2,003	114	10,083	0.4%	-21.7%	-14.1%	140.6%	-2.7%	7,062	673	2,027	119	9,881	7.0%	-24.3%	-28.4%	-48.2%	-6.4%
Shape	Meredith Corporation	5,384	2,602	4,435	63	12,484	5,890	2,580	4,038	191	12,699	-8.6%	0.9%	9.8%	-67.0%	-1.7%	5,727	2,808	4,682	152	13,369	-5.1%	18.1%	-18.3%	124.0%	-5.9%
Ski	Active Interest Media	1,331	-	89	-	1,420	1,389	78	28	-	1,495	-4.2%	-100.0%	217.9%	-	-5.0%	1,357	15	37	-	1,409	0.4%	-56.2%	196.4%	-	0.8%
Smithsonian	Smithsonian Enterprises	7,538	1,636	3,023	49	12,246	7,253	1,450	2,632	198	11,533	3.9%	12.8%	14.9%	-75.3%	6.2%	7,467	1,422	3,840	131	12,861	4.4%	9.5%	45.2%	117.6%	15.3%
Soap Opera Digest	American Media, Inc.	2,955	51	218	-	3,224	2,887	-	73	-	2,960	2.4%	+	197.6%	-	8.9%	2,966	41	147	-	3,153	-0.1%	26.3%	185.9%	-	3.3%
Southern Living	Time Inc.	15,932	2,053	5,170	282	23,437	15,855	1,692	3,567	90	21,204	0.5%	21.3%	44.9%	214.4%	10.5%	16,490	1,717	4,170	209	22,587	8.8%	8.0%	7.9%	120.1%	9.0%

Magazine Brand	Publishing Company	CURRENT MONTH - November 2017 (000)					YEAR AGO - November 2016 (000)					November 2017 vs. November 2016 (% change)					YTD AVERAGE - as of November 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°
Sports Illustrated	Time Inc.	17,643	4,748	15,602	2,895	40,888	18,599	3,928	8,558	1,657	32,743	-5.1%	20.9%	82.3%	74.7%	24.9%	18,164	3,696	11,740	2,466	36,066	-2.8%	-26.4%	24.6%	2.0%	1.4%
Star	American Media, Inc.	5,461	34	111	-	5,607	6,390	62	435	-	6,888	-14.5%	-45.1%	-74.4%	-	-18.6%	6,265	33	169	-	6,467	5.9%	-76.6%	-85.0%	-100.0%	-10.2%
Street Rodder	TEN	2,222	102	89	19	2,432	2,421	96	116	25	2,659	-8.2%	6.0%	-23.2%	-26.0%	-8.5%	2,414	100	106	14	2,634	11.5%	-13.0%	-40.7%	-63.6%	5.5%
StyleWatch	Time Inc.	5,198	1,193	2,916	41	9,349	5,198	925	3,821	-	9,944	0.0%	29.0%	-23.7%	+	-6.0%	5,198	938	2,847	26	9,009	0.4%	-17.0%	-28.0%	-37.6%	-12.6%
Sunset	Time Inc.	4,346	316	504	-	5,166	4,438	562	583	39	5,622	-2.1%	-43.8%	-13.5%	-100.0%	-8.1%	4,508	417	689	15	5,628	-3.6%	-34.0%	-28.1%	153.7%	-10.2%
Taste of Home	Trusted Media Brands	12,821	4,854	13,818	64	31,557	13,241	4,174	10,523	437	28,375	-3.2%	16.3%	31.3%	-85.4%	11.2%	13,000	3,523	7,755	157	24,435	4.9%	2.7%	-3.8%	-77.1%	-0.6%
Texas Monthly	GP TM Acquisition, LLC	2,384	217	429	-	3,030	2,088	215	629	-	2,932	14.2%	0.9%	-31.8%	-	3.3%	2,312	233	749	-	3,294	8.9%	-5.9%	4.4%	-	6.6%
The Atlantic	Atlantic Media	2,311	6,459	13,319	88	22,177	2,149	6,326	16,012	291	24,778	7.5%	2.1%	-16.8%	-69.8%	-10.5%	2,239	5,803	14,092	136	22,270	11.6%	4.4%	17.2%	-55.7%	11.9%
The Economist	The Economist Newspaper Limited	2,580	1,629	1,631	-	5,840	2,631	1,980	1,929	24	6,564	-1.9%	-17.7%	-15.4%	-100.0%	-11.0%	2,490	1,860	2,152	46	6,548	-0.1%	4.7%	36.6%	-41.4%	10.5%
The Family Handyman	Trusted Media Brands	4,937	1,435	2,976	60	9,408	4,761	1,896	2,006	107	8,770	3.7%	-24.3%	48.4%	-43.9%	7.3%	4,982	1,774	2,687	31	9,473	6.9%	5.6%	-2.8%	-88.0%	1.2%
The New Yorker	Condé Nast	5,327	4,100	7,992	1,610	19,029	4,858	4,845	16,867	405	26,975	9.7%	-15.4%	-52.6%	297.6%	-29.5%	5,252	3,476	8,610	1,242	18,580	18.3%	-19.8%	-17.3%	123.4%	-5.9%
This Old House	This Old House Ventures, LLC	6,810	778	1,768	495	9,851	5,949	817	1,402	-	8,168	14.5%	-4.8%	26.1%	+	20.6%	6,071	928	1,736	347	9,082	10.3%	-21.0%	-13.9%	175.7%	3.0%
Time	Time Inc.	18,337	6,890	17,047	2,578	44,852	18,399	8,512	23,897	2,889	53,698	-0.3%	-19.1%	-28.7%	-10.8%	-16.5%	18,625	6,454	19,517	3,337	47,933	9.0%	-13.9%	-2.3%	43.4%	2.2%
Town & Country	Hearst Magazines	3,355	759	2,808	266	7,188	3,197	757	1,049	-	5,003	4.9%	0.2%	167.7%	+	43.7%	3,214	545	1,542	642	5,943	1.9%	12.6%	50.9%	+	27.6%
Traditional Home	Meredith Corporation	4,339	93	91	-	4,523	4,284	91	106	-	4,481	1.3%	2.2%	-14.2%	-	0.9%	4,572	52	81	-	4,705	18.4%	5.5%	-17.6%	-	17.4%
Travel + Leisure	Time Inc.	6,921	1,522	4,935	125	13,503	6,583	1,624	3,670	61	11,938	5.1%	-6.3%	34.5%	104.3%	13.1%	6,718	1,627	4,335	236	12,916	10.1%	19.2%	32.1%	404.0%	19.6%
Us Weekly	American Media, Inc.	10,668	2,826	16,375	27	29,896	12,116	4,542	15,957	234	32,848	-12.0%	-37.8%	2.6%	-88.5%	-9.0%	11,641	3,536	13,404	162	28,744	-5.9%	-29.6%	-20.1%	-62.0%	-16.9%
Vanity Fair	Condé Nast	7,973	3,157	9,947	3,654	24,731	7,926	3,536	12,026	3,817	27,305	0.6%	-10.7%	-17.3%	-4.3%	-9.4%	7,998	2,697	8,951	3,912	23,559	1.7%	-10.3%	24.0%	128.2%	18.9%
Veranda	Hearst Magazines	1,301	-	60	-	1,361	1,228	-	61	-	1,289	5.9%	-	-1.5%	-	5.6%	1,398	24	88	-	1,509	25.4%	+	-21.2%	-	23.1%
Vogue	Condé Nast	11,273	1,516	6,167	2,575	21,532	11,659	1,697	4,793	1,011	19,159	-3.3%	-10.6%	28.7%	154.8%	12.4%	11,771	1,550	4,152	2,211	19,684	1.1%	-10.9%	11.6%	84.6%	7.6%
W	Condé Nast	691	458	1,062	657	2,867	733	282	501	342	1,858	-5.7%	62.3%	111.8%	92.0%	54.3%	841	334	899	639	2,713	-1.1%	19.3%	56.6%	69.9%	30.4%
WebMD Magazine	WebMD, LLC	12,112	12,597	36,084	27	60,820	11,017	12,213	23,831	60	47,121	9.9%	3.1%	51.4%	-55.0%	29.1%	11,279	13,477	34,476	267	59,499	6.5%	-3.9%	7.1%	411.4%	4.6%
Wired	Condé Nast	3,622	4,236	7,801	3,941	19,600	3,013	3,565	6,759	4,679	18,016	20.2%	18.8%	15.4%	-15.8%	8.8%	3,330	3,413	6,874	2,714	16,331	28.3%	-11.5%	-1.5%	46.8%	6.9%
Woman's Day	Hearst Magazines	15,503	916	2,226	15	18,659	16,531	945	2,671	31	20,178	-6.2%	-3.1%	-16.7%	-53.3%	-7.5%	16,142	819	2,608	76	19,646	-2.0%	-18.3%	-6.1%	119.2%	-3.2%
Women's Health	Rodale Inc.	11,950	1,136	5,488	387	18,961	11,341	1,494	4,215	145	17,195	5.4%	-24.0%	30.2%	166.9%	10.3%	11,645	1,541	5,977	82	19,245	11.3%	-12.9%	2.7%	142.0%	6.4%
Yoga Journal	Active Interest Media	1,899	229	455	-	2,583	1,966	196	195	-	2,357	-3.4%	16.8%	133.3%	-	9.6%	1,929	271	328	-	2,528	-3.3%	44.9%	136.6%	-	9.0%
Total (000)		916,889	240,401	650,725	80,773	1,888,788	932,421	258,121	619,948	67,483	1,877,974	-1.7%	-6.9%	5.0%	19.7%	0.6%	936,926	222,270	574,609	74,841	1,808,646	3.9%	-11.3%	-0.1%	37.8%	1.5%
Share by Platform (%)		48.5%	12.7%	34.5%	4.3%	100.0%	49.7%	13.7%	33.0%	3.6%	100.0%						51.8%	12.3%	31.8%	4.1%	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 Metrix®; November 2017 and November 2016; U.S.
- Mobile Web: comScore Mobile Metrix; November 2017 and November 2016; U.S.
- Video: comScore Video Metrix; November 2017 and November 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 Metrix® January 2017 - November 2017 and January 2016 - November 2016; U.S.
- Mobile Web: comScore Mobile Metrix® January 2017 - November 2017 and January 2016 - November 2016; U.S.
- Video: comScore Video Metrix® January 2017 - November 2017 and January 2016 - November 2016; U.S.

Magazine Brand	Publishing Company	CURRENT MONTH - November 2017 (000)					YEAR AGO - November 2016 (000)					November 2017 vs. November 2016 (% change)					YTD AVERAGE - as of November 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°

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

- 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 125 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 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.