


MAGAZINE MEDIA 360°

Brand Audience Report


Top 10 Magazine Brands — Average Monthly Audience (000) – June 2017




MAGAZINE BRAND	AUDIENCE
1 People	41,863
2 AARP	38,717
3 Better Homes and Gardens	37,864
4 National Geographic	32,312
5 Good Housekeeping	19,869
6 Reader's Digest	19,278
7 Time	18,824
8 ESPN The Magazine	18,519
9 Sports Illustrated	17,961
10 Southern Living	17,007




MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	19,489
2 Forbes	16,296
3 WebMD Magazine	13,993
4 Allrecipes	11,201
5 The Atlantic	6,518
6 Time	6,184
7 People	6,109
8 New York Magazine	5,066
9 Better Homes and Gardens	4,973
10 National Geographic	4,351



MAGAZINE BRAND	UNIQUE VISITORS
1 ESPN The Magazine	42,124
2 Forbes	38,464
3 WebMD Magazine	34,640
4 Allrecipes	28,379
5 People	26,297
6 The Atlantic	17,901
7 New York Magazine	16,709
8 Time	16,164
9 Entertainment Weekly	13,000
10 Cosmopolitan	11,014




MAGAZINE BRAND	UNIQUE VIEWERS
1 ESPN The Magazine	8,824
2 Forbes	5,415
3 Vanity Fair	4,682
4 People	3,774
5 Time	3,065
6 Vogue	2,989
7 Bon Appétit/Epicurious	2,373
8 GQ	2,138
9 Entertainment Weekly	2,094
10 Sports Illustrated	2,074




MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 ESPN The Magazine	88,956
2 People	78,043
3 Forbes	67,429
4 WebMD Magazine	60,459
5 Better Homes and Gardens	49,106
6 Allrecipes	48,368
7 AARP	45,285
8 Time	44,237
9 National Geographic	43,140
10 Sports Illustrated	32,614


Top 10 Magazine Brands — Average Monthly Audience % Growth – June 2017




MAGAZINE BRAND	AUDIENCE
1 Veranda	43%
2 Texas Monthly	40%
3 Popular Science	38%
4 Wired	31%
5 Coastal Living	30%
6 Traditional Home	28%
7 Discover	26%
8 The New Yorker	24%
9 Flying	23%
10 Architectural Digest	23%




MAGAZINE BRAND	UNIQUE VISITORS
1 Family Circle	228%
2 domino	93%
3 Entrepreneur	59%
4 Elle Decor	56%
5 Town & Country	56%
6 Architectural Digest	48%
7 Brides	36%
8 Yoga Journal	33%
9 Popular Science	32%
10 Backpacker	30%



MAGAZINE BRAND	UNIQUE VISITORS
1 Discover	336%
2 Departures	297%
3 Architectural Digest	98%
4 Ser Padres	83%
5 W	83%
6 Teen Vogue	71%
7 Yoga Journal	59%
8 Road & Track	53%
9 Motorcyclist	46%
10 Dirt Rider	44%



MAGAZINE BRAND	UNIQUE VIEWERS
1 Entrepreneur	1,795%
2 W	625%
3 Condé Nast Traveler	623%
4 Allure	480%
5 Elle	433%
6 Elle Decor	418%
7 Brides	316%
8 Marie Claire	221%
9 Smithsonian	219%
10 Real Simple	198%



MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Entrepreneur	60%
2 W	57%
3 Teen Vogue	40%
4 Architectural Digest	39%
5 Discover	35%
6 Popular Science	32%
7 Texas Monthly	27%
8 Traditional Home	27%
9 Coastal Living	23%
10 Elle Decor	23%

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 2017 and 2016; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA. **Web (Desktop/Laptop):** comScore Media Metrix®; unique visitors; June 2017 and June 2016; U.S. **Mobile Web:** comScore Mobile Metrix; unique visitors; June 2017 and June 2016; U.S. **Video:** comScore Video Metrix; unique viewers; June 2017 and June 2016; U.S.