



Spring 2011

Magazine Brand	Total Brand Audience (000)					Print Audience (000)					Digital Audience (000) Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Networks, Other				
	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI
4-Wheel & Off Road	1,910	1,523	387	38.1	\$58,902	1,690	1,374	317	38.4	\$64,408	411	290	122	33.2	\$43,935
AARP The Magazine	44,767	19,559	25,208	62.8	\$56,757	43,136	18,811	24,325	63.2	\$56,559	4,685	2,181	2,504	55.1	\$60,497
All You	6,036	506	5,530	43.7	\$58,393	5,448	387	5,062	43.7	\$59,273	1,161	160	1,001	43.3	\$55,313
Allure	7,984	919	7,065	33.7	\$61,347	7,032	754	6,278	33.6	\$61,167	1,529	224	1,305	35.3	\$59,633
American Baby	5,930	1,013	4,917	31.3	\$58,242	3,980	504	3,476	30.5	\$54,642	2,464	572	1,892	32.3	\$65,385
Architectural Digest	3,983	1,649	2,334	49.3	\$85,205	3,674	1,470	2,204	50.2	\$85,262	444	236	208	40.1	\$82,101
Arthritis Today	3,324	863	2,461	60.3	\$47,188	3,198	829	2,369	60.7	\$47,583	245	69	177	50.2	\$37,390
Arthur Frommer's Budget Travel	4,669	2,069	2,599	50.2	\$88,269	4,080	1,741	2,339	51.4	\$89,597	943	531	412	45.2	\$88,013
Audubon Magazine	1,766	684	1,083	59.9	\$67,654	1,676	628	1,048	60.5	\$67,459	124	73	52	42.5	\$70,708
Automobile Magazine	4,345	3,431	914	41.6	\$63,010	3,461	2,876	585	43.1	\$60,973	1,340	921	418	33.8	\$67,528
Babytalk	3,033	521	2,512	30.5	\$49,994	2,170	292	1,878	29.7	\$47,279	1,152	272	880	31.6	\$60,000
Barron's	2,443	1,720	722	49.5	\$103,826	1,169	814	355	55.1	\$99,965	1,525	1,104	421	46.1	\$107,468
Bassmaster	2,598	2,179	419	48.0	\$54,289	2,487	2,086	400	48.6	\$54,708	230	207	23	29.6	\$65,564
Better Homes and Gardens	35,063	7,867	27,195	51.0	\$62,551	32,439	6,959	25,479	51.8	\$62,153	5,107	1,355	3,752	43.3	\$66,618
Bicycling	2,015	1,333	681	46.6	\$83,004	1,803	1,163	640	47.5	\$83,958	398	312	86	40.0	\$83,004
Black Enterprise	3,507	1,793	1,714	42.9	\$54,784	3,154	1,606	1,549	46.0	\$56,044	561	285	276	35.8	\$49,864
Boating	1,876	1,485	392	49.5	\$84,148	1,719	1,370	349	49.5	\$83,637	263	207	56	48.1	\$85,871
Bon Appetit	8,702	2,791	5,911	49.4	\$78,661	8,107	2,592	5,514	49.7	\$78,810	983	311	672	42.3	\$80,820
Bridal Guide	3,074	441	2,633	30.1	\$66,377	2,849	416	2,433	29.9	\$65,556	423	57	365	30.7	\$81,490
Brides	4,640	697	3,943	31.9	\$69,450	3,634	362	3,271	31.6	\$67,178	1,579	383	1,196	32.5	\$77,239
Car and Driver	11,861	9,699	2,162	40.3	\$76,418	10,062	8,374	1,689	41.3	\$76,163	3,124	2,480	644	33.3	\$76,861
Car Craft	2,002	1,591	411	42.4	\$59,358	1,786	1,415	372	45.1	\$59,183	367	295	71	30.8	\$56,028
Cigar Aficionado	1,594	1,312	282	40.2	\$91,363	1,553	1,283	270	40.3	\$90,775	78	63	15	35.4	\$107,062
Coastal Living	4,430	1,476	2,954	55.3	\$85,093	4,116	1,333	2,783	55.9	\$84,516	452	175	277	48.0	\$95,847
Conde Nast Traveler	6,245	3,035	3,210	51.2	\$94,392	5,338	2,533	2,805	53.0	\$93,817	1,270	735	535	38.6	\$99,227
Cooking Club	3,074	998	2,076	50.0	\$41,885	2,783	892	1,890	50.5	\$41,954	553	165	388	46.4	\$35,738
Cooking Light	12,801	2,857	9,945	48.8	\$74,948	11,628	2,589	9,039	49.6	\$75,144	2,002	450	1,553	41.1	\$74,859
Cooking with Paula Deen	6,928	1,548	5,380	49.3	\$56,936	6,213	1,351	4,863	50.1	\$56,543	1,294	306	988	45.3	\$54,462
Cosmopolitan	19,101	4,051	15,050	30.9	\$65,846	17,037	3,461	13,576	31.0	\$65,852	4,505	1,059	3,446	27.1	\$65,086
Country Living	9,473	2,542	6,931	53.2	\$55,474	8,651	2,284	6,367	55.1	\$55,175	1,218	330	888	45.3	\$55,894
Cycle World	2,056	1,537	520	46.5	\$76,478	1,888	1,418	470	47.2	\$77,195	307	212	95	38.4	\$62,845
Details	2,026	1,518	508	32.5	\$89,435	1,759	1,340	419	32.4	\$92,360	385	282	103	32.2	\$75,067
Diabetes Forecast	3,882	1,536	2,346	57.6	\$43,750	3,460	1,303	2,157	58.6	\$42,927	829	409	421	49.8	\$42,455
Discover	5,278	3,379	1,899	41.0	\$65,741	4,164	2,745	1,419	42.7	\$64,188	1,536	926	610	31.7	\$69,217
Dwell	1,358	507	851	40.3	\$80,875	1,178	431	746	41.3	\$84,776	263	128	134	31.3	\$67,421
Eating Well	4,194	992	3,202	47.1	\$67,628	2,836	604	2,232	49.1	\$65,765	1,834	471	1,363	41.8	\$70,920
Ebony	9,601	3,427	6,175	45.6	\$48,173	9,167	3,187	5,980	46.1	\$48,553	1,140	484	656	37.4	\$48,045
Elle	7,384	1,094	6,291	36.3	\$64,580	5,795	658	5,138	37.9	\$64,459	2,262	534	1,728	30.6	\$64,745



Spring 2011

Elle Decor
 Entertainment Weekly
 Entrepreneur
 ESPN The Magazine
 Esquire
 Essence
 Every Day with Rachael Ray
 Everyday Food
 Family Circle
 FamilyFun
 Fast Company
 Field & Stream
 First For Women
 Fit Pregnancy
 Fitness
 Flying
 Food & Wine
 Food Network Magazine
 Forbes
 Fortune
 FourWheeler
 Game Informer
 Garden Design
 Gardening How-To
 Glamour
 Golf Digest
 Golf Magazine
 Good Housekeeping
 GQ (Gentlemen's Quarterly)
 Guideposts
 Guns & Ammo
 Harper's Bazaar
 Harvard Business Review
 Health
 Hot Rod
 House Beautiful
 In Touch Weekly
 Inc.
 InStyle

	Total Brand Audience (000)					Print Audience (000)					Digital Audience (000) Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Networks, Other				
	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI
Elle Decor	1,872	292	1,580	41.4	\$69,310	1,694	252	1,442	41.7	\$69,234	278	54	224	39.5	\$79,379
Entertainment Weekly	21,477	9,890	11,587	37.9	\$69,706	14,562	6,352	8,210	38.1	\$67,641	10,228	5,225	5,003	37.2	\$73,525
Entrepreneur	3,534	2,289	1,245	41.1	\$72,536	2,739	1,765	974	43.3	\$73,519	1,156	810	346	35.1	\$69,319
ESPN The Magazine	31,173	23,310	7,863	36.5	\$74,759	10,586	8,471	2,115	35.2	\$72,327	26,394	19,818	6,577	36.1	\$76,626
Esquire	5,715	4,094	1,621	40.1	\$72,000	4,331	3,219	1,112	41.9	\$70,463	2,060	1,426	634	36.1	\$78,034
Essence	8,741	2,012	6,729	42.2	\$50,887	8,176	1,831	6,346	42.7	\$50,795	1,486	378	1,108	36.9	\$54,440
Every Day with Rachael Ray	10,902	2,406	8,496	43.8	\$64,384	9,701	2,147	7,554	45.2	\$64,488	2,157	441	1,717	39.4	\$65,409
Everyday Food	8,262	2,116	6,146	43.3	\$71,164	6,303	1,567	4,736	45.9	\$69,727	2,693	701	1,991	39.0	\$74,703
Family Circle	18,790	2,746	16,044	55.1	\$57,059	18,270	2,634	15,636	55.5	\$57,041	1,075	201	875	43.1	\$55,579
FamilyFun	8,282	1,793	6,490	38.3	\$61,657	7,232	1,485	5,747	38.6	\$62,297	2,133	525	1,608	36.1	\$61,362
Fast Company	2,872	1,802	1,070	36.3	\$97,263	1,551	987	564	40.4	\$93,823	1,646	1,044	602	31.7	\$105,332
Field & Stream	6,518	5,234	1,283	47.4	\$63,821	5,891	4,794	1,097	48.0	\$63,896	1,146	880	266	40.6	\$61,766
First For Women	3,548	211	3,337	50.8	\$60,031	3,478	198	3,280	51.0	\$60,191	117	27	90	39.0	\$45,618
Fit Pregnancy	1,111	142	968	30.5	\$71,968	950	111	838	30.5	\$72,409	287	37	250	30.7	\$67,115
Fitness	5,977	1,512	4,466	38.8	\$68,543	5,016	1,177	3,839	39.3	\$68,259	1,648	511	1,136	37.0	\$72,098
Flying	1,317	927	390	53.4	\$83,352	1,190	863	326	56.9	\$86,183	228	129	98	39.6	\$61,247
Food & Wine	9,441	4,218	5,223	45.3	\$86,736	8,079	3,590	4,490	46.2	\$86,388	2,187	994	1,193	39.3	\$88,808
Food Network Magazine	24,395	8,829	15,566	41.4	\$70,243	12,460	3,822	8,637	42.1	\$66,989	17,176	6,559	10,617	41.0	\$72,138
Forbes	15,684	9,794	5,890	42.0	\$84,564	5,676	3,909	1,768	45.5	\$77,804	11,850	7,292	4,558	40.9	\$88,145
Fortune	15,475	9,436	6,039	42.3	\$87,928	4,040	2,653	1,388	46.2	\$84,360	12,676	7,667	5,009	41.4	\$89,927
FourWheeler	1,655	1,394	261	37.9	\$54,694	1,394	1,206	188	39.9	\$55,805	416	316	100	31.6	\$53,145
Game Informer	18,120	13,762	4,357	28.6	\$49,984	17,005	12,857	4,148	28.8	\$50,504	3,749	3,203	545	23.9	\$45,010
Garden Design	2,028	744	1,284	50.6	\$57,986	1,768	584	1,184	52.9	\$56,711	377	198	179	33.0	\$55,845
Gardening How-To	3,209	1,337	1,872	52.9	\$49,655	3,006	1,263	1,743	53.4	\$49,297	347	109	237	48.3	\$58,614
Glamour	14,067	1,548	12,519	35.8	\$68,218	12,448	1,208	11,241	36.2	\$68,438	2,838	484	2,354	32.0	\$69,057
Golf Digest	5,756	4,621	1,135	53.8	\$91,023	5,340	4,328	1,013	55.9	\$92,474	871	712	159	43.9	\$84,667
Golf Magazine	5,613	4,632	981	55.4	\$86,247	5,084	4,205	880	56.5	\$87,074	1,024	877	147	48.1	\$83,326
Good Housekeeping	27,498	4,555	22,942	53.5	\$60,974	26,069	4,076	21,994	55.1	\$60,727	2,778	757	2,021	45.5	\$65,388
GQ (Gentlemen's Quarterly)	7,946	6,182	1,764	32.2	\$77,322	6,432	5,050	1,382	32.1	\$77,516	2,551	2,062	489	31.6	\$81,991
Guideposts	7,619	2,229	5,390	60.7	\$44,526	7,431	2,181	5,250	61.0	\$44,482	459	123	336	53.6	\$42,982
Guns & Ammo	7,119	5,832	1,287	45.5	\$62,360	6,608	5,392	1,217	45.9	\$62,812	1,033	903	130	33.6	\$47,298
Harper's Bazaar	3,510	564	2,946	40.9	\$65,587	2,877	418	2,458	41.9	\$65,935	847	200	648	36.3	\$67,030
Harvard Business Review	1,495	905	590	36.5	\$117,215	834	507	327	38.2	\$121,479	835	488	347	35.2	\$113,834
Health	7,924	2,248	5,676	48.0	\$58,855	5,974	1,380	4,594	49.9	\$57,111	2,875	1,097	1,778	42.2	\$64,018
Hot Rod	4,896	3,889	1,006	42.0	\$56,366	4,501	3,585	915	43.2	\$56,190	802	623	179	31.0	\$53,429
House Beautiful	6,591	1,114	5,477	55.7	\$67,160	6,044	950	5,094	56.8	\$65,770	875	234	641	47.6	\$73,213
In Touch Weekly	7,713	1,572	6,141	31.8	\$66,614	6,991	1,443	5,548	32.1	\$65,708	1,237	231	1,006	28.5	\$73,841
Inc.	2,717	1,870	847	40.3	\$88,631	1,569	1,145	424	45.9	\$89,779	1,374	904	470	35.9	\$89,545
InStyle	11,081	1,599	9,482	36.7	\$73,467	9,506	1,155	8,350	36.8	\$73,757	2,543	539	2,004	35.3	\$73,202



Spring 2011

Jet
 Kiplinger's Personal Finance
 Ladies' Home Journal
 Life & Style Weekly
 Lucky
 MacWorld
 Marie Claire
 Martha Stewart Living
 Maxim
 Men's Fitness
 Men's Health
 Men's Journal
 Midwest Living
 Money
 More
 Mother Earth News
 Motor Trend
 Muscle & Fitness
 National Enquirer
 National Geographic
 National Geographic Traveler
 National Wildlife
 New York Magazine
 Newsweek
 Nintendo Power
 O, The Oprah Magazine
 Official Xbox Magazine
 OK! Weekly
 Organic Gardening
 Outdoor Life
 Outside
 Parenting
 Parents
 PC Gamer
 PC World
 People Magazine
 People StyleWatch
 Playboy
 Playstation: The Official Magazine

	Total Brand Audience (000)					Print Audience (000)					Digital Audience (000) Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Networks, Other				
	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI
Jet	6,810	2,557	4,253	45.7	\$48,345	6,337	2,371	3,965	46.6	\$48,493	909	332	577	36.2	\$47,510
Kiplinger's Personal Finance	4,367	2,668	1,699	53.8	\$87,628	3,452	2,127	1,325	56.8	\$89,952	1,355	840	515	47.5	\$84,041
Ladies' Home Journal	13,239	1,368	11,871	57.0	\$61,077	12,876	1,280	11,596	57.3	\$60,973	636	135	501	42.6	\$62,414
Life & Style Weekly	3,731	715	3,016	31.3	\$63,821	3,231	561	2,670	31.4	\$62,261	704	195	509	30.6	\$66,611
Lucky	4,802	621	4,181	33.9	\$76,229	4,190	480	3,711	34.0	\$78,195	1,046	187	859	33.6	\$67,085
MacWorld	4,288	3,014	1,274	38.0	\$83,206	2,214	1,700	513	40.8	\$80,631	2,964	2,051	913	36.2	\$86,187
Marie Claire	6,196	621	5,576	35.8	\$68,277	5,080	309	4,771	36.2	\$70,444	1,726	340	1,386	33.2	\$62,062
Martha Stewart Living	12,839	2,312	10,527	49.0	\$69,454	11,049	1,780	9,268	50.3	\$67,919	3,037	780	2,257	41.4	\$79,868
Maxim	20,206	16,062	4,144	32.4	\$69,914	17,333	13,765	3,568	32.5	\$69,158	6,292	5,378	914	31.2	\$72,717
Men's Fitness	7,089	6,293	796	33.2	\$77,112	5,965	5,299	665	33.2	\$76,738	1,861	1,691	170	32.0	\$74,671
Men's Health	13,002	10,393	2,609	37.0	\$85,417	10,109	8,464	1,645	37.2	\$87,300	4,877	3,565	1,312	35.4	\$81,836
Men's Journal	2,918	2,533	385	35.9	\$84,351	2,418	2,106	312	35.8	\$84,831	745	658	87	33.9	\$84,764
Midwest Living	3,312	790	2,522	56.5	\$64,894	3,191	765	2,426	56.8	\$64,405	196	40	157	46.5	\$75,936
Money	19,586	11,688	7,898	46.3	\$90,037	9,144	5,532	3,612	52.3	\$94,203	13,026	7,910	5,116	41.4	\$90,256
More	2,500	276	2,224	51.5	\$74,049	2,295	178	2,117	52.1	\$76,382	303	104	199	42.2	\$58,886
Mother Earth News	2,835	1,442	1,393	51.8	\$58,021	2,447	1,273	1,174	53.9	\$56,325	628	276	352	39.5	\$72,633
Motor Trend	10,593	8,407	2,186	42.1	\$71,819	8,266	7,004	1,263	45.9	\$70,564	3,527	2,432	1,095	33.7	\$76,084
Muscle & Fitness	5,714	4,394	1,320	32.8	\$73,539	5,100	3,911	1,190	33.3	\$76,312	1,122	936	186	30.0	\$63,854
National Enquirer	7,531	3,255	4,276	46.6	\$56,617	7,086	3,059	4,027	46.9	\$56,181	799	356	443	42.0	\$52,581
National Geographic	31,201	17,277	13,923	50.0	\$63,755	28,512	15,762	12,750	51.5	\$63,422	4,763	2,797	1,966	33.9	\$66,792
National Geographic Traveler	7,540	3,783	3,757	45.6	\$74,213	6,322	3,046	3,275	48.1	\$75,064	1,863	1,124	739	33.7	\$74,633
National Wildlife	4,511	2,405	2,107	50.4	\$48,047	4,129	2,207	1,921	51.7	\$48,390	597	322	275	32.6	\$45,050
New York Magazine	6,452	3,210	3,242	36.6	\$84,364	2,140	984	1,157	42.6	\$83,293	4,933	2,532	2,401	33.5	\$85,005
Newsweek	19,058	11,195	7,863	46.0	\$75,799	13,540	7,906	5,635	49.1	\$73,909	7,476	4,660	2,816	38.3	\$80,692
Nintendo Power	4,535	3,478	1,056	25.2	\$47,897	3,870	3,014	856	25.3	\$48,175	1,216	933	283	23.0	\$44,791
O, The Oprah Magazine	17,645	3,433	14,211	48.3	\$69,654	14,740	2,449	12,291	49.5	\$69,903	5,464	1,508	3,955	42.8	\$71,053
Official Xbox Magazine	7,588	5,953	1,635	28.6	\$54,504	6,609	5,119	1,490	29.2	\$54,096	2,269	1,949	320	25.5	\$53,422
OK! Weekly	9,333	2,240	7,093	31.3	\$67,525	7,454	1,665	5,789	31.5	\$66,827	2,867	824	2,043	29.8	\$69,502
Organic Gardening	3,066	1,133	1,933	55.1	\$51,878	2,866	1,029	1,837	56.0	\$50,614	297	133	164	37.1	\$90,531
Outdoor Life	4,263	3,347	916	48.8	\$65,943	3,946	3,127	819	49.6	\$64,851	512	384	128	39.0	\$82,878
Outside	2,801	1,955	846	39.8	\$77,163	2,532	1,751	782	40.9	\$75,307	400	303	97	31.1	\$86,956
Parenting	7,816	1,883	5,934	32.6	\$64,787	6,910	1,604	5,306	32.6	\$65,352	1,802	514	1,288	31.7	\$64,757
Parents	12,498	2,711	9,787	33.9	\$63,754	10,729	2,227	8,502	35.1	\$64,299	3,511	744	2,767	32.0	\$63,442
PC Gamer	5,634	4,537	1,097	28.5	\$53,167	4,074	3,236	838	28.6	\$54,716	2,479	2,075	404	27.8	\$49,460
PC World	13,132	9,771	3,361	41.1	\$65,458	8,050	6,382	1,668	45.6	\$62,969	7,437	5,271	2,166	37.9	\$67,795
People Magazine	45,119	15,025	30,094	42.0	\$70,266	34,591	11,042	23,549	43.6	\$68,602	17,291	6,086	11,204	37.8	\$75,175
People StyleWatch	7,873	1,564	6,309	36.5	\$67,128	5,274	775	4,499	35.2	\$66,390	3,482	929	2,553	37.4	\$69,557
Playboy	13,753	11,707	2,046	36.0	\$63,342	11,602	10,034	1,568	36.9	\$62,850	4,720	3,980	740	31.4	\$66,371
Playstation: The Official Magazine	8,432	6,777	1,656	28.2	\$48,238	7,217	5,858	1,358	28.1	\$49,363	2,791	2,174	617	27.5	\$42,343



Spring 2011

Popular Mechanics
 Popular Science
 Prevention
 Reader's Digest
 Real Simple
 Redbook
 Road & Track
 Rolling Stone
 Runner's World
 Saveur
 Scholastic Parent & Child
 Scientific American
 Self
 Seventeen
 Shape
 Sierra
 Ski
 SmartMoney
 Smithsonian
 Soap Opera Digest
 Soap Opera Weekly
 Southern Living
 Spin
 Sporting News
 Sports Illustrated
 Star
 Sunset
 Taste of Home
 Teen Vogue
 Tennis
 Texas Monthly
 The Atlantic
 The Economist
 The Family Handyman
 The New Yorker
 The Week
 This Old House
 Time
 Town & Country

	Total Brand Audience (000)					Print Audience (000)					Digital Audience (000) Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Networks, Other				
	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI
Popular Mechanics	11,540	9,643	1,897	46.7	\$64,511	9,908	8,451	1,456	48.7	\$64,076	2,613	1,997	616	37.5	\$65,109
Popular Science	9,903	8,018	1,886	45.6	\$64,908	8,605	7,017	1,588	47.5	\$64,022	2,135	1,677	459	35.1	\$69,480
Prevention	14,866	3,512	11,354	56.1	\$58,512	13,745	3,161	10,585	56.9	\$57,137	1,965	550	1,415	47.2	\$73,653
Reader's Digest	29,865	12,506	17,359	56.2	\$57,041	28,306	11,749	16,557	56.9	\$57,137	2,982	1,365	1,617	42.2	\$58,878
Real Simple	13,828	2,218	11,609	46.0	\$77,872	11,768	1,552	10,216	46.7	\$76,888	3,505	908	2,598	42.0	\$84,982
Redbook	10,687	1,417	9,269	47.9	\$64,835	9,714	1,100	8,615	48.7	\$65,492	1,525	414	1,111	38.6	\$57,534
Road & Track	6,312	5,439	872	42.0	\$78,489	5,548	4,757	792	43.1	\$78,906	1,242	1,120	122	33.2	\$74,543
Rolling Stone	14,172	8,471	5,702	32.6	\$68,041	10,971	6,397	4,574	33.0	\$66,753	4,728	3,173	1,555	31.3	\$72,881
Runner's World	3,893	1,863	2,030	36.9	\$94,449	2,756	1,284	1,472	38.0	\$92,277	1,746	830	917	35.8	\$99,157
Saveur	1,953	816	1,137	48.4	\$82,813	1,694	687	1,007	49.6	\$83,807	438	195	243	36.6	\$81,946
Scholastic Parent & Child	4,571	1,139	3,432	36.3	\$62,696	2,719	513	2,206	34.0	\$61,409	2,343	704	1,639	37.7	\$62,891
Scientific American	4,681	2,948	1,733	40.4	\$74,915	2,804	1,876	928	45.8	\$73,620	2,544	1,521	1,023	35.2	\$74,311
Self	9,030	1,470	7,560	36.3	\$75,680	7,599	978	6,620	36.3	\$76,317	2,207	583	1,624	35.2	\$75,486
Seventeen	8,771	1,650	7,121	28.3	\$54,130	7,648	1,391	6,257	29.1	\$53,469	2,346	422	1,924	23.5	\$56,977
Shape	8,752	1,346	7,406	37.5	\$75,840	7,979	1,179	6,801	38.0	\$76,846	1,389	258	1,131	33.3	\$70,549
Sierra	1,630	840	790	57.7	\$63,071	1,446	755	691	59.0	\$62,915	261	117	144	46.8	\$70,269
Ski	1,575	1,014	562	43.2	\$98,363	1,448	927	521	43.4	\$100,781	283	180	104	39.4	\$58,005
SmartMoney	5,853	3,490	2,363	49.0	\$88,755	4,080	2,480	1,600	51.6	\$89,839	2,410	1,444	966	43.2	\$90,421
Smithsonian	9,087	4,866	4,221	58.4	\$68,150	8,437	4,484	3,953	59.4	\$68,700	1,038	588	450	42.0	\$61,584
Soap Opera Digest	4,941	735	4,206	47.4	\$49,246	4,463	669	3,794	47.6	\$49,182	902	130	772	43.6	\$46,676
Soap Opera Weekly	3,055	466	2,589	48.2	\$45,126	2,657	410	2,248	48.6	\$44,528	724	94	630	43.6	\$44,382
Southern Living	13,585	3,595	9,990	55.1	\$67,112	12,885	3,336	9,549	55.6	\$66,873	1,263	388	874	47.7	\$72,974
Spin	2,607	1,528	1,079	31.7	\$60,352	2,073	1,178	894	32.1	\$57,185	810	502	309	29.5	\$67,238
Sporting News	5,808	4,344	1,464	42.0	\$78,077	2,625	2,320	305	41.8	\$76,729	3,845	2,631	1,214	41.8	\$77,952
Sports Illustrated	25,626	19,166	6,460	40.9	\$77,257	17,360	13,036	4,325	41.7	\$75,225	12,175	9,294	2,882	38.8	\$81,974
Star	9,778	2,614	7,164	37.8	\$59,356	8,739	2,304	6,435	39.0	\$59,006	1,826	486	1,340	31.8	\$59,463
Sunset	5,636	1,991	3,645	53.6	\$81,804	5,240	1,861	3,379	55.5	\$82,500	691	228	463	43.5	\$93,585
Taste of Home	15,409	2,792	12,617	51.6	\$56,595	13,665	2,248	11,417	52.4	\$55,583	3,528	769	2,760	46.6	\$60,188
Teen Vogue	3,242	556	2,687	25.7	\$58,992	2,748	452	2,296	26.8	\$60,327	834	143	691	22.9	\$52,046
Tennis	1,713	1,033	680	45.7	\$90,361	1,454	868	586	48.0	\$91,353	404	251	153	36.8	\$85,677
Texas Monthly	2,841	1,537	1,305	50.0	\$79,470	2,658	1,461	1,197	50.8	\$80,333	343	142	201	40.9	\$69,220
The Atlantic	3,387	1,956	1,431	41.9	\$82,122	1,308	750	558	52.8	\$87,239	2,480	1,478	1,002	38.0	\$82,939
The Economist	5,070	3,351	1,718	38.2	\$99,028	3,081	2,004	1,077	39.8	\$104,871	2,697	1,849	848	35.3	\$97,420
The Family Handyman	6,943	4,639	2,303	52.3	\$61,544	6,315	4,238	2,077	52.7	\$61,048	1,138	744	394	48.6	\$61,563
The New Yorker	5,663	3,124	2,539	45.2	\$82,582	3,565	1,922	1,643	51.5	\$82,215	2,731	1,575	1,155	36.6	\$85,069
The Week	2,563	1,494	1,069	51.1	\$71,557	1,865	1,087	778	55.7	\$72,645	863	521	342	42.4	\$72,219
This Old House	7,243	4,055	3,188	51.9	\$68,395	5,917	3,287	2,630	53.9	\$68,101	1,855	1,098	757	46.4	\$68,916
Time	28,851	16,245	12,607	45.4	\$74,928	19,192	10,740	8,451	49.3	\$72,162	13,476	7,994	5,481	38.6	\$81,172
Town & Country	2,740	676	2,064	49.9	\$63,944	2,602	640	1,961	50.8	\$63,767	179	45	133	39.7	\$75,475



Spring 2011

	Total Brand Audience (000)					Print Audience (000)					Digital Audience (000) Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Networks, Other				
	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI	Adults	Men	Women	Median Age	Median HHI
Traditional Home	3,150	549	2,601	49.6	\$67,441	2,924	502	2,422	50.2	\$67,753	295	66	230	41.4	\$66,294
Travel + Leisure	10,504	5,009	5,496	49.5	\$89,411	9,372	4,358	5,014	50.8	\$89,806	1,723	983	740	40.2	\$90,732
TV Guide	22,645	11,121	11,524	45.5	\$57,483	15,439	7,366	8,072	49.1	\$54,077	10,938	5,669	5,269	38.1	\$62,529
Us Weekly	19,679	5,775	13,904	35.2	\$71,775	14,041	3,915	10,127	33.5	\$69,175	8,403	2,639	5,763	35.7	\$77,384
Vanity Fair	8,448	2,617	5,832	39.8	\$74,109	6,662	1,654	5,009	42.1	\$71,687	2,452	1,218	1,234	32.3	\$84,046
Veranda	1,379	300	1,079	49.3	\$83,557	1,337	280	1,057	49.8	\$84,577	60	23	37	28.1	\$63,816
Vogue	11,221	2,080	9,142	38.0	\$66,484	9,900	1,627	8,273	39.1	\$67,412	2,122	624	1,499	32.7	\$60,594
W Magazine	2,627	648	1,979	40.3	\$70,264	2,166	452	1,714	40.7	\$71,729	636	254	382	39.0	\$66,629
WebMD The Magazine	25,263	9,631	15,632	45.3	\$69,222	12,320	4,494	7,826	49.4	\$65,902	16,955	6,680	10,274	41.0	\$72,332
Weight Watchers	10,855	2,040	8,815	47.7	\$68,633	8,488	1,487	7,001	49.5	\$66,891	4,506	849	3,657	41.9	\$72,878
Wine Spectator	3,696	2,128	1,568	46.6	\$97,962	3,392	1,922	1,470	47.3	\$97,578	604	441	163	33.5	\$83,726
Wired	11,608	8,245	3,363	35.8	\$76,076	5,983	4,469	1,515	36.2	\$72,623	7,620	5,339	2,281	35.5	\$78,410
Woman's Day	20,448	2,038	18,410	53.7	\$57,158	18,979	1,595	17,384	55.7	\$56,602	2,443	554	1,888	41.2	\$63,273
Woman's World	5,308	618	4,690	52.6	\$53,600	5,097	607	4,490	53.1	\$53,506	396	17	379	45.9	\$53,735
Women's Health	9,932	1,200	8,732	41.1	\$65,755	8,335	896	7,440	41.5	\$65,302	2,495	408	2,087	38.7	\$69,149
Working Mother	1,583	170	1,413	38.6	\$74,074	1,421	131	1,290	39.8	\$74,575	223	64	159	29.7	\$64,338
Yoga Journal	1,910	459	1,452	43.9	\$77,100	1,663	409	1,254	46.6	\$78,124	433	86	347	31.8	\$82,596

Total adults - 229,733,000 (CPS/ASEC)

Total Brand Audience estimates report unduplicated reach of print and digital magazine platforms. **Print Audience** estimates report reach of printed magazines. **Digital Audience** estimates report unduplicated monthly delivery of digital platforms.

Digital platforms include: Magazine Websites*, social networks, magazine apps, other digital.

*Online audience estimates provided by comScore, Inc. (Online audience estimates for Martha Stewart Living and ESPN the Magazine are panel-only estimates.) COMSCORE.

Total audience and digital audience estimates for the following magazine brands reflect combined Web site delivery - Parents and American Baby (Parents.com), Parenting and Babytalk (Parenting.com), Martha Stewart Living and Everyday Food (MarthaStewart.com), Money and Fortune (cnmoney.com), Soap Opera Digest and Soap Opera Weekly (soaperadigest.com).

This work is comprised of copyrighted material and is the property of Affinity LLC on loan to subscribers of AMS and comScore for their exclusive and confidential use.