











**Top 10 Magazine Brands - Average Monthly Audience (000) - December 2020**

 <b>Print + Digital</b>		 <b>Web</b>		 <b>Mobile Web</b>		 <b>Video</b>		 <b>Total Brand Audience</b>	
<b>Magazine Brand</b>	<b>Audience</b>	<b>Magazine Brand</b>	<b>Unique Visitors</b>	<b>Magazine Brand</b>	<b>Unique Visitors</b>	<b>Magazine Brand</b>	<b>Unique Viewers</b>	<b>Magazine Brand</b>	<b>Total Brand Audience</b>
AARP The Magazine	36,104	AARP The Magazine	16,034	Allrecipes	47,639	Vanity Fair	14,784	People	88,045
People	27,472	Allrecipes	12,366	People	44,531	GQ Gentlemen's Quarterly	11,296	Allrecipes	74,375
Better Homes And Gardens	25,571	WebMD Magazine	11,619	WebMD Magazine	33,399	WIRED	10,631	Good Housekeeping	64,986
National Geographic	23,532	Good Housekeeping	8,315	Good Housekeeping	33,004	People	10,597	AARP The Magazine	60,615
Reader's Digest	14,584	Taste Of Home	6,933	Taste Of Home	25,065	Good Housekeeping	10,438	WebMD Magazine	51,656
Time	13,681	People	5,445	Sports Illustrated	16,303	Bon Appetit	9,373	Taste Of Home	48,318
Good Housekeeping	13,229	The Atlantic	5,116	US Weekly	15,910	Vogue	8,704	Better Homes And Gardens	35,419
Southern Living	12,654	Time	3,784	Country Living	15,008	Allure	7,517	Cosmopolitan	34,084
Sports Illustrated	12,189	Country Living	3,774	Entertainment Weekly	14,820	New Yorker	7,311	Vanity Fair	33,993
Food Network Magazine	11,483	WIRED	3,177	Cosmopolitan	14,661	Cosmopolitan	6,517	National Geographic	31,776

**Top 10 Magazine Brands - Average Monthly Audience % Growth - December (2020 vs. 2019)**

 <b>Print + Digital</b>		 <b>Web</b>		 <b>Mobile Web</b>		 <b>Video</b>		 <b>Total Brand Audience</b>	
<b>Magazine Brand</b>	<b>Audience</b>	<b>Magazine Brand</b>	<b>Unique Visitors</b>	<b>Magazine Brand</b>	<b>Unique Visitors</b>	<b>Magazine Brand</b>	<b>Unique Viewers</b>	<b>Magazine Brand</b>	<b>Total Brand Audience</b>
Motor Trend	44.9%	AARP The Magazine	327.4%	Veranda	272.3%	Mother Earth News	4,370.6%	Garden & Gun	59.6%
WIRED	41.0%	O Oprah	152.7%	Garden & Gun	192.2%	Outdoor Life	262.0%	Veranda	54.7%
Garden & Gun	35.6%	EatingWell	119.5%	Entrepreneur	139.6%	Parents	226.1%	Afar	49.9%
Afar	31.5%	Martha Stewart Living	117.6%	Dwell	105.6%	Woman's Day	193.4%	Dwell	44.3%
The Atlantic	29.0%	Prevention	116.7%	Outdoor Life	99.8%	Field & Stream	190.2%	Marie Claire	41.7%
Veranda	20.1%	Texas Monthly	102.9%	Architectural Digest	84.5%	Better Homes And Gardens	121.1%	Architectural Digest	27.8%
Entertainment Weekly	16.2%	Women's Health	83.5%	Marie Claire	83.8%	EatingWell	118.0%	Motor Trend	27.4%
Ski Magazine	7.9%	Afar	69.4%	Prevention	81.6%	Family Handyman	113.7%	AARP The Magazine	25.7%
Economist (N. Amer. Edition)	7.3%	Health	53.1%	O Oprah	66.1%	National Geographic	113.0%	O Oprah	25.5%
Dwell	5.4%	Architectural Digest	51.1%	Afar	62.1%	National Geographic Kids	113.0%	Prevention	25.2%

Sources: Print+Digital Editions—MRI Survey of the American Consumer, courtesy of MRI-Simmons, OR Ipsos Affluent Survey USA.  
 Web (Desktop/Laptop)—Comscore Media Matrix®. Mobile Web—Comscore Mobile Matrix. Video—Comscore Video Matrix.  
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 Video numbers for some brands were revised as of May 1, 2021.