

**SIX MONTHS OF MAGAZINE MEDIA 360° RESULTS
REVEAL 10% AUDIENCE GROWTH**

Industry Sees Consistent and Continued Growth Across All Platforms and Formats

NEW YORK, Feb. 25th, 2015 – When it launched in September 2014, the chorus of professional naysayers were surprised to see that the Magazine Media 360° Brand Audience Report revealed 10% growth in audience across platforms year over year. Now, with six consecutive months of data, that single point of data has grown into a consistent trend. This further affirms that consumer demand for magazine media content not only continues to increase, it is at its highest levels ever.

According to the January data from the report released today by MPA-The Association of Magazine, audiences were up 10.1% over the prior year; the six month average for August 2014-January 2015 versus August 2013-January 2014 shows a 10% increase.

The provenance of the data further underscores the Magazine Media 360° veracity, as it is proffered by the most respected third-party providers. Data is collected from GfK MRI's Survey of the American Consumer® (print +digital editions), GfK MRI's Teenmark® or the IpsosAffluent Survey USA, as well as any or all of web (desktop/laptop), mobile web, and/or video as tracked by comScore or Nielsen Online. The new report reveals an average monthly gross audience for magazine brands of 1.6 billion in August 2014-January 2015 versus 1.4 billion in August 2013- January 2014. The strong performance has been supported each month in the current period by video and mobile web consumption, up 58% and 83%, respectively, over the same time period in the prior year. Print+digital editions and web (desktop/laptop) were up 1% in the aggregate.

The complete reports, which currently cover approximately 145 magazine media brands from over 30 companies, representing 95% of the reader universe, can be found at www.magazine.org.

Commenting on the data, Mary G. Berner, President and CEO, MPA-The Association of Magazine Media said, “When we introduced Magazine Media 360° six months ago and became the first industry to establish a metric that considered its entire audience, we thought that this more accurate measurement would be a game changer. But, what we didn’t anticipate was that the figures would be so strong and that advertisers would embrace them so rapidly. We are delighted that Magazine Media 360° is so quickly becoming the industry standard and that the news is consistently good, defying all those cynics’ and skeptics’ predictions for doom and gloom.”

Top 10 Magazine Brands
6 Month Average Audience (000)
August 2014 - January 2015

People	76,595
Better Homes and Gardens	50,926
Allrecipes	45,930
AARP The Magazine	43,240
Forbes	41,695
Time	41,288
National Geographic	39,669
AARP Bulletin	37,674
Sports Illustrated	35,467
Cosmopolitan	30,034

Top 10 Magazine Brands
6 Month Average Audience % Growth
August 2014 – January 2015 v. August 2013 – January 2014

New York Magazine	48%
Bon Appétit/Epicurious	47%
Harper’s Bazaar	46%
HGTV Magazine	41%
Wired	40%
Fit Pregnancy	38%
Playboy	37%
Taste of Home	37%
OK! Magazine	35%
All You	35%

About Magazine Media 360°

Magazine Media 360° is a new 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 approximately 145 magazine media brands from over 30 companies, representing 95% of the reader universe. The data is released around the 20th of each month 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 September 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.

Magazine Media 360° Methodology

Data for the MPA Magazine Media 360° Brand Audience Report is collected by MPA – The Association of Magazine Media from participating brands who provide their third-party data to MPA around the 15th of every month for the previous month's activity. Participating brands must be tracked in GfK MRI's Survey of the American Consumer[®] (print+digital editions), GfK MRI's Teenmark[®] or the IpsosAffluent Survey USA as well as any or all of web

About MPA

MPA – The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry's vitality and increase its revenues and market share. Established in 1919, MPA represents 200 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C.

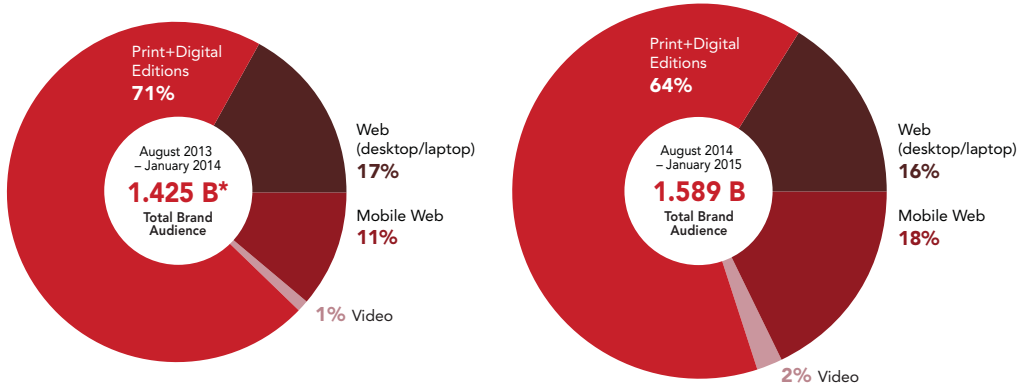
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Magazine Media 360° Audience Mix

Average Monthly Performance



Audience Growth* +10%

*Due to a joint venture with CNN, 2013 web/mobile data for Fortune and Money is not available. As such, Fortune and Money are excluded in their entirety from the August 2013–January 2014 Audience Mix and the Audience Growth calculations.

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Spring 2014 and 2013 (Aug–Oct 360°), Fall 2014 and 2013 (Nov–Dec, Jan 360°), GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2014 and 2013, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2014 and 2013 Ipsos Affluent Survey USA (Aug 360°), 2014 and 2013 (Sept–Dec, Jan 360°). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; August 2014–January 2015 and August 2013–January 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0 unique visitors; August 2014–January 2015 and August 2013–January 2014; U.S. **Video** comScore **Video** Metrix or Nielsen VideoCensus; unique viewers; August 2014–January 2015 and August 2013–January 2014; U.S.

magazine
media
360° BRAND AUDIENCE REPORT

**Top 10 Magazine Brands
Monthly Audience (000) – January 2015**

Print + Digital		Web		Mobile Web		Video		Total Brand Audience	
MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 People	43,989	1 Forbes	19,581	1 People	24,787	1 Sports Illustrated	2,786	1 People	81,394
2 Better Homes and Gardens	39,376	2 Allrecipes	15,424	2 Allrecipes	23,303	2 Time	1,607	2 Better Homes and Gardens	50,131
3 AARP The Magazine	35,003	3 People	11,280	3 Forbes	19,359	3 GQ	1,411	3 Forbes	46,570
4 National Geographic	31,097	4 Time	10,025	4 Time	13,277	4 Wired	1,391	4 Allrecipes	46,239
5 AARP Bulletin	29,700	5 Sports Illustrated	7,511	5 Cosmopolitan	10,693	5 People	1,339	5 AARP The Magazine	45,369
6 Reader's Digest	20,610	6 New York Magazine	5,923	6 Entertainment Weekly	9,879	6 Allrecipes	912	6 Time	42,089
7 Sports Illustrated	18,960	7 National Geographic	5,822	7 Taste of Home	9,737	7 Entertainment Weekly	900	7 AARP Bulletin	40,066
8 Woman's Day	18,932	8 Bon Appétit/Epicurious	5,613	8 New York Magazine	9,425	8 Glamour	890	8 National Geographic	39,221
9 Time	17,179	9 Entertainment Weekly	5,553	9 Sports Illustrated	8,640	9 Vogue	822	9 Sports Illustrated	37,897
10 Family Circle	17,157	10 Taste of Home	5,284	10 Bon Appétit/Epicurious	7,512	10 National Geographic	808	10 Cosmopolitan	32,356

**Top 10 Magazine Brands
Monthly Audience % Growth – January (2015 vs. 2014)**

Print + Digital		Web		Mobile Web		Video		Total Brand Audience	
MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Allrecipes	85%	1 In Touch	231%	1 Playboy	830%	1 Allrecipes	15,100%	1 Playboy	75%
2 HGTV Magazine	64	2 Life & Style	207	2 Veranda	808	2 Men's Fitness	1,000	2 HGTV Magazine	62
3 Forbes	35	3 Marie Claire	147	3 Road & Track	409	3 Wired	798	3 Bon Appétit/Epicurious	61
4 Fit Pregnancy	26	4 Natural Health	137	4 Architectural Digest	310	4 The Atlantic	640	4 New York Magazine	55
5 Esquire	24	5 Flying	122	5 The Economist	304	5 Teen Vogue	560	5 Wired	40
6 Taste of Home	19	6 Good Housekeeping	94	6 Vogue	278	6 Field & Stream	320	6 Taste of Home	39
7 Brides	18	7 Essence	88	7 Brides	278	7 Essence	139	7 Food & Wine	33
8 Vanity Fair	17	8 Harper's Bazaar	82	8 Mother Earth News	249	8 AARP The Magazine	132	8 Harper's Bazaar	33
9 Game & Fish	16	9 OK! Magazine	79	9 Bicycling	235	9 Sports Illustrated	116	9 Diabetic Living	32
10 This Old House	15	10 All You	75	10 Good Housekeeping	227	10 Time	60	10 The New Yorker	32

sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2014 and 2013, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2014 and 2013, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2014 and 2013 Ipsos Affluent Survey USA (Print only). **Web:** (Desktop/Laptop) comScore Media Metrix® or Nielsen NetView; unique visitors; January 2015 and January 2014; U.S. **Mobile Web:** comScore Mobile Metrix or Nielsen Mobile NetView 3.0 unique visitors; January 2015 and January 2014; U.S. **Video:** comScore Video Metrix or Nielsen VideoCensus; unique viewers; January 2015 and January 2014; U.S.