

MAGAZINE MEDIA 360° BRAND AUDIENCE REPORT DEMONSTRATES SUSTAINABLE INDUSTRY GROWTH

Largest Total Year-over-Year Audience Growth to Date

Web (Desktop/Laptop) Audience Increases Nearly 7 Percent

NEW YORK, NY (March 24, 2015) – Magazine media audiences were up 12.6% for the month of February 2015 versus the previous February, according to The Magazine Media 360° Brand Audience Report released today by MPA—The Association of Magazine Media. This increase represents the largest total monthly audience growth since MPA began issuing the Brand Audience Report seven months ago.

This new report, which uses data from leading third-party providers, reveals a gross audience for magazine brands of 1.7 billion in February 2015 versus 1.5 billion in February 2014. The February performance continues to benefit from increased video and mobile web consumption, up 18.7% and 78.0%, respectively, over the same time period in 2014.

This month, web (desktop/laptop) was up 6.9%, with nearly half of all websites in the report showing double-digit to triple-digit growth in unique visitors versus the same period last year. This growth is notable after six consecutive months of flat year-over-year web audience numbers, a trend which reflected, in large part, the migration of online media consumers to mobile devices.

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

Reflecting on the results, Mary G. Berner, president and CEO, MPA—The Association of Magazine Media said, “As we move further into our first full year of data, the continuing increases provide compelling evidence of the strength of consumer demand for magazine media. Moreover, the demonstration of sustainable month-over-month audience growth is a clear indicator of the current value and future promise for the industry. And while it is premature to make a judgement as to whether digital audiences on desktop/laptop and mobile platforms will continue to climb at current rates, it is worth noting that audience increases were experienced by many different publishing companies and titles of varying audience sizes.” She added, “It is exactly because of its ability to reveal the cross-platform performance of the industry that The Magazine Media 360° Brand Audience Report has been effectively changing the conversation around magazine media and its vitality since its launch in September – especially in the advertising community.”

The brands experiencing the largest audiences and most growth during this time period were:

Top 10 Magazine Brands Monthly Audience (000) February 2015		Top 10 Magazine Brands Monthly Audience % Growth February (2015 v. 2014)	
Magazine Brand	Total Brand Audience	Magazine Brand	Total Brand Audience
ESPN The Magazine	92,755	Wired	206%
People	84,955	Playboy	66%
Better Homes and Gardens	49,137	HGTV Magazine	63%
Forbes	45,683	OK! Magazine	60%
Time	44,818	Bon Appétit/Epicurious	52%
AARP The Magazine	44,361	The Atlantic	48%
Allrecipes	41,816	Essence	47%
Sports Illustrated	40,710	Forbes	40%
AARP Bulletin	39,058	Brides	38%
National Geographic	38,748	People StyleWatch	36%

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 Ipsos Affluent Survey USA as well as any or all of web (desktop/laptop), mobile web, and/or video as tracked by comScore or Nielsen Online.

About MPA

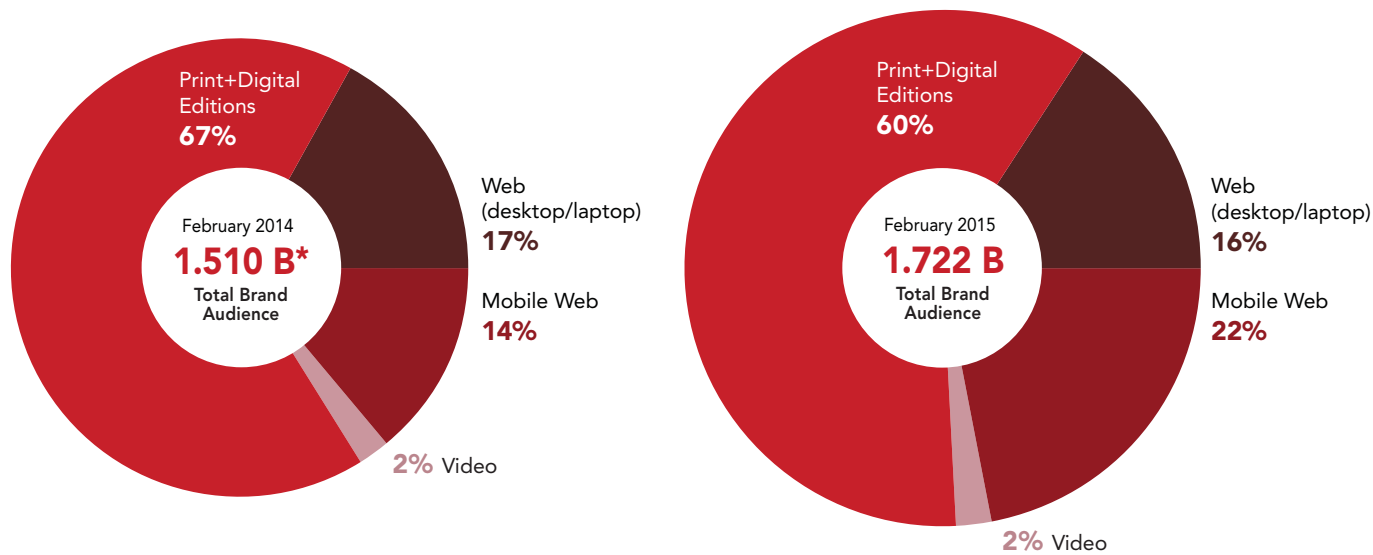
MPA – The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry's vitality and increase its revenues and market share. Established in 1919, MPA represents 200 domestic, associate 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 February 2015



Audience Growth* +12.6%

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

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; February 2015 and February 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; February 2015 and February 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; February 2015 and February 2014; U.S.

Top 10 Magazine Brands Monthly Audience (000) – February 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 ESPN The Magazine	25,386	1 ESPN The Magazine	40,282	1 ESPN The Magazine	11,789	1 ESPN The Magazine	92,755
2 Better Homes and Gardens	39,376	2 Forbes	19,366	2 People	26,270	2 Bloomberg Businessweek	7,865	2 People	84,955
3 AARP The Magazine	35,003	3 Allrecipes	13,111	3 Allrecipes	20,243	3 Sports Illustrated	3,716	3 Better Homes and Gardens	49,137
4 National Geographic	31,097	4 People	12,730	4 Forbes	18,461	4 People	1,966	4 Forbes	45,683
5 AARP Bulletin	29,700	5 Bloomberg Businessweek	11,303	5 Wired	17,852	5 Time	1,467	5 Time	44,818
6 Reader's Digest	20,610	6 Time	10,514	6 Time	15,657	6 Glamour	1,288	6 AARP The Magazine	44,361
7 Sports Illustrated	18,960	7 Wired	8,652	7 Cosmopolitan	9,905	7 Vanity Fair	1,062	7 Allrecipes	41,816
8 Woman's Day	18,932	8 Sports Illustrated	8,232	8 Sports Illustrated	9,801	8 Allrecipes	962	8 Sports Illustrated	40,710
9 Time	17,179	9 New York Magazine	5,437	9 Bloomberg Businessweek	9,512	9 Vogue	618	9 AARP Bulletin	39,058
10 Family Circle	17,157	10 The Atlantic	5,304	10 New York Magazine	8,858	10 Forbes	614	10 National Geographic	38,748

Top 10 Magazine Brands Monthly Audience % Growth – February (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	110%	1 Life & Style	448%	1 Town & Country	876%	1 Allrecipes	31,967%	1 Wired	206%
2 HGTV Magazine	64	2 Star	400	2 Playboy	779	2 The New Yorker	3,733	2 Playboy	66
3 Forbes	35	3 Essence	317	3 Wired	659	3 People StyleWatch	1,307	3 HGTV Magazine	63
4 Esquire	24	4 In Touch	307	4 Brides	511	4 The Atlantic	841	4 OK! Magazine	60
5 Taste of Home	19	5 Motorcyclist	303	5 Veranda	489	5 Field & Stream	633	5 Bon Appétit/Epicurious	52
6 Brides	18	6 OK! Magazine	208	6 Mother Earth News	420	6 In-Fisherman	400	6 The Atlantic	48
7 Vanity Fair	17	7 Architectural Digest	168	7 Vogue	380	7 Essence	299	7 Essence	47
8 Latina	17	8 More	128	8 OK! Magazine	341	8 Bloomberg Businessweek	251	8 Forbes	40
9 Game & Fish	16	9 Wired	109	9 Bicycling	307	9 The Economist	129	9 Brides	38
10 This Old House	15	10 Marie Claire	108	10 Architectural Digest	307	10 Sports Illustrated	107	10 People StyleWatch	36