

Affinity

— Media Insights Through Innovation —

Affinity's American Magazine Study Reports That More Than Half of Magazine Readers Are Now Accessing Content and Advertising Digitally

Biggest Audience Gains Among Magazine Social Networks and Mobile Device Users

New York, NY, November 21, 2011 – The Fall 2011 wave of Affinity's American Magazine Study reports that almost 187 million American adults are now reading magazines in print or digital form, an increase of more than 2.1 million new magazine readers versus the AMS Spring release. The American Magazine Study, which surveys 60,000 consumers annually to report the total audience delivery of the country's leading magazine brands across print, Web, social and mobile platforms, reveals that the biggest audience gains were from digital users visiting magazine-branded social networks - up 5.7% to 30 million consumers, and Americans accessing magazine-branded content and advertising through smartphones, eReaders, tablets and other mobile devices – up 6.2% to 35 million consumers.

Among the total universe of magazine readers, 95% read the traditional printed versions of magazines, while more than half (54%) are accessing magazine content and advertising in digital form. Taking into account audience duplication across platforms, this equates to 48% of all magazine readers who are now interacting with their favorite magazine brands through both print and digital platforms. Of the 172 magazine brands reported by AMS, the average number of different magazines read, across print and digital channels, is 8.2 per month.

Different Platforms – Different Reader Profiles

The AMS study previously reported that the demographic profile of print readers differs from readers of digital magazine content, and this trend continues with the Fall release. Digital users tend to be younger, skew more male, be better educated and report higher household incomes than their print-reading counterparts.

| | <u>Print Readers</u> | <u>Digital Readers</u> |
|-------------------------|-----------------------------|-------------------------------|
| Male | 46% | 49% |
| Female | 54% | 51% |
| College graduates | 31% | 36% |
| Median age | 47 | 41 |
| Median household income | \$63,624 | \$69,938 |

Source: American Magazine Study, Fall 2011; Online audience estimates provided by comScore, Inc.

Audience Delivery by Magazine Platform

Following are the magazine brands with the largest audience delivery by platform, as well as the total unduplicated audience delivery of the leading brands across all of the print and digital channels measured by AMS.

Total Brand Audience Delivery

(Unduplicated delivery across all print and digital platforms)

| | |
|--------------------------|------------|
| People | 46,000,000 |
| AARP the Magazine | 45,827,000 |
| Better Homes and Gardens | 36,697,000 |
| National Geographic | 31,329,000 |
| ESPN the Magazine | 30,077,000 |
| Reader's Digest | 29,938,000 |
| Time | 28,706,000 |
| Good Housekeeping | 27,778,000 |
| WebMD the Magazine | 26,541,000 |
| Sports Illustrated | 26,283,000 |

Print Audience Delivery

| | |
|--------------------------|------------|
| AARP the Magazine | 43,680,000 |
| People | 35,114,000 |
| Better Homes and Gardens | 33,971,000 |
| National Geographic | 28,765,000 |
| Reader's Digest | 28,537,000 |
| Good Housekeeping | 26,176,000 |
| Woman's Day | 19,102,000 |
| Game Informer | 18,850,000 |
| Family Circle | 18,777,000 |
| Time | 18,518,000 |

Mobile Audience Delivery

| | |
|-----------------------|-----------|
| ESPN the Magazine | 5,862,000 |
| WebMD the Magazine | 5,385,000 |
| People | 5,287,000 |
| Sports Illustrated | 4,512,000 |
| TV Guide | 3,784,000 |
| Time | 3,468,000 |
| Maxim | 2,929,000 |
| Food Network Magazine | 2,894,000 |
| Us Weekly | 2,688,000 |
| Newsweek | 2,636,000 |

Magazine Website Audience Delivery

| | |
|-----------------------|------------|
| ESPN the Magazine | 22,576,000 |
| Money | 13,724,000 |
| Food Network Magazine | 13,416,000 |
| People | 12,009,000 |
| WebMD the Magazine | 10,724,000 |
| Time | 10,391,000 |
| Forbes | 10,278,000 |
| Sports Illustrated | 8,745,000 |
| Us Weekly | 7,760,000 |
| TV Guide | 6,972,000 |

Social Network Audience Delivery

| | |
|--------------------------------|-----------|
| People | 3,298,000 |
| ESPN the Magazine | 2,859,000 |
| Game Informer | 2,601,000 |
| WebMD the Magazine | 2,325,000 |
| Sports Illustrated | 2,297,000 |
| Entertainment Weekly | 2,071,000 |
| Playstation: The Official Mag. | 1,970,000 |
| Food Network Magazine | 1,826,000 |
| Official Xbox Magazine | 1,796,000 |
| TV Guide | 1,661,000 |

Source: American Magazine Study, Fall 2011; Online audience estimates provided by comScore, Inc.; Website audience estimate for Money reflects combined delivery of cnnmoney.com

The Digital Reader

The digital magazine channels that publishers are now leveraging to extend the reach of their brands are resonating with consumers, who are taking advantage of the interactivity that these platforms offer. Among digital readers, 52% tap or click on links that provide more information about a particular topic, 38% have watched a magazine-sponsored video, and almost four out of ten (36%) tap or click on links that provide more information about an advertised product.

Among those readers who are not accessing magazines in digital form, more than half (54%) report that they “just prefer reading the printed versions of magazines”, while 18% report that they will probably read or view magazine content digitally at some point in the future.

Keeping Pace With Change

To track the rapid evolution of today’s magazine marketplace and the changing dynamics of print and digital readership, Affinity recently announced that it will report AMS audience estimates on a quarterly basis beginning with the Spring 2012 release of the study. For detailed audience estimates for the magazine brands measured by AMS, please visit www.AffinityResearch.net.

About Affinity's American Magazine Study AMS employs a contemporary, Web-based methodology to survey more than 60,000 consumers annually. AMS is the industry's premier source for total magazine brand readership across print and digital channels, including magazine Websites, social networks, electronic subscriptions and the growing number of apps designed for smartphones, eReaders, tablet PCs and other mobile devices. (Using a state-of-the-art calibration process, Web audience estimates provided by comScore, Inc. have been integrated into Affinity's American Magazine Study.)

About Affinity LLC Affinity is a media research firm specializing in magazine audience measurement and accountability tracking. Affinity's products include ProofReader (campaign pre-testing), The American Magazine Study (print and digital magazine audience measurement), and the VISTA Service (in-market effectiveness of print and digital magazine ads). Company Web site: www.AffinityResearch.net.



Fall 2011

(Issued 11/21/11)

| Magazine Brand | Total Brand Audience (000) | | | | Print Audience (000) | | | | Digital Audience (000) (Websites, Apps, Social Media, Other Digital) | | | | | | |
|--------------------------------|----------------------------|--------|--------|------------|----------------------|--------|--------|--------|---|------------|--------|-------|-------|------------|------------|
| | 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 | 2,447 | 2,001 | 446 | 37.5 | \$57,260 | 2,202 | 1,817 | 385 | 37.5 | \$58,407 | 494 | 374 | 120 | 33.8 | \$48,376 |
| AARP The Magazine | 45,827 | 19,913 | 25,915 | 62.4 | \$56,614 | 43,680 | 18,909 | 24,771 | 62.9 | \$56,512 | 6,209 | 2,938 | 3,271 | 55.9 | \$60,238 |
| All You | 6,614 | 559 | 6,055 | 45.0 | \$57,910 | 5,965 | 483 | 5,482 | 45.3 | \$58,471 | 1,306 | 143 | 1,163 | 42.2 | \$55,368 |
| Allure | 7,735 | 964 | 6,771 | 35.4 | \$64,137 | 6,552 | 745 | 5,807 | 36.0 | \$64,776 | 1,757 | 298 | 1,459 | 32.8 | \$58,554 |
| American Baby | 6,788 | 1,519 | 5,269 | 31.5 | \$52,863 | 4,348 | 713 | 3,636 | 30.4 | \$48,089 | 3,098 | 911 | 2,187 | 32.9 | \$58,571 |
| Architectural Digest | 4,533 | 1,786 | 2,747 | 52.0 | \$84,571 | 4,289 | 1,664 | 2,626 | 52.4 | \$85,635 | 394 | 211 | 184 | 42.4 | \$75,638 |
| Arthritis Today | 3,765 | 1,234 | 2,532 | 61.0 | \$44,702 | 3,658 | 1,193 | 2,465 | 61.2 | \$44,758 | 2,666 | 118 | 1,488 | 55.2 | \$34,534 |
| Arthur Frommer's Budget Travel | 4,711 | 2,066 | 2,645 | 51.8 | \$79,895 | 4,026 | 1,718 | 2,307 | 53.7 | \$79,113 | 1,068 | 548 | 520 | 44.0 | \$87,894 |
| Audubon Magazine | 2,217 | 810 | 1,407 | 59.1 | \$69,537 | 2,109 | 733 | 1,377 | 59.5 | \$70,126 | 1,779 | 124 | 55 | 48.9 | \$66,826 |
| Automobile Magazine | 4,302 | 3,464 | 839 | 42.5 | \$65,845 | 3,428 | 2,842 | 586 | 45.1 | \$65,098 | 1,428 | 1,070 | 358 | 37.6 | \$66,721 |
| Babytalk | 3,952 | 701 | 3,251 | 30.7 | \$47,444 | 2,916 | 403 | 2,514 | 29.8 | \$45,133 | 1,420 | 368 | 1,052 | 32.4 | \$50,532 |
| Barron's | 2,384 | 1,785 | 600 | 50.0 | \$96,196 | 1,198 | 862 | 336 | 55.2 | \$87,568 | 1,482 | 1,165 | 317 | 46.4 | \$101,980 |
| Bassmaster | 2,493 | 2,114 | 379 | 48.4 | \$53,815 | 2,379 | 2,009 | 369 | 48.9 | \$54,520 | 239 | 223 | 16 | 35.6 | \$46,610 |
| Better Homes & Gardens | 36,697 | 8,239 | 28,459 | 51.6 | \$62,582 | 33,971 | 7,262 | 26,708 | 52.3 | \$62,595 | 5,151 | 1,505 | 3,646 | 43.8 | \$64,695 |
| Bicycling | 2,452 | 1,782 | 669 | 42.6 | \$90,965 | 2,162 | 1,564 | 598 | 43.4 | \$89,966 | 537 | 394 | 143 | 37.3 | \$103,406 |
| Black Enterprise | 3,491 | 1,796 | 1,694 | 45.8 | \$54,688 | 3,176 | 1,623 | 1,553 | 46.3 | \$55,178 | 589 | 345 | 245 | 38.1 | \$49,646 |
| Boating | 2,045 | 1,561 | 484 | 51.6 | \$79,705 | 1,815 | 1,389 | 426 | 52.8 | \$83,180 | 349 | 270 | 79 | 46.8 | \$63,384 |
| Bon Appetit | 8,411 | 2,837 | 5,575 | 49.1 | \$81,727 | 7,759 | 2,599 | 5,160 | 49.5 | \$81,942 | 1,130 | 436 | 694 | 45.3 | \$81,333 |
| Bridal Guide | 2,936 | 397 | 2,539 | 31.4 | \$55,639 | 2,714 | 361 | 2,353 | 31.4 | \$55,207 | 474 | 81 | 393 | 29.8 | \$52,899 |
| Brides | 4,388 | 660 | 3,727 | 33.9 | \$63,888 | 3,478 | 370 | 3,108 | 35.8 | \$61,877 | 1,541 | 364 | 1,178 | 32.3 | \$68,446 |
| Car and Driver | 12,312 | 10,344 | 1,968 | 41.4 | \$73,345 | 10,501 | 8,951 | 1,550 | 42.3 | \$73,037 | 3,145 | 2,543 | 602 | 37.5 | \$77,103 |
| Car Craft | 1,867 | 1,559 | 309 | 42.9 | \$55,680 | 1,638 | 1,366 | 271 | 45.2 | \$55,808 | 396 | 350 | 45 | 35.6 | \$55,355 |
| Cigar Aficionado | 1,901 | 1,565 | 337 | 42.1 | \$93,720 | 1,860 | 1,527 | 333 | 42.1 | \$94,055 | 108 | 100 | 7 | 36.5 | \$70,333 |
| Coastal Living | 4,927 | 1,619 | 3,308 | 55.3 | \$79,383 | 4,675 | 1,520 | 3,155 | 55.7 | \$79,331 | 405 | 151 | 254 | 48.0 | \$76,184 |
| Conde Nast Traveler | 6,063 | 2,719 | 3,344 | 52.2 | \$97,893 | 5,461 | 2,379 | 3,082 | 53.4 | \$98,722 | 876 | 492 | 383 | 41.2 | \$98,880 |
| Cooking Club | 3,446 | 1,080 | 2,366 | 50.9 | \$44,166 | 3,154 | 940 | 2,214 | 51.4 | \$43,644 | 560 | 211 | 349 | 47.7 | \$44,595 |
| Cooking Light | 12,966 | 2,867 | 10,100 | 50.0 | \$75,806 | 11,873 | 2,567 | 9,307 | 50.6 | \$75,036 | 1,970 | 535 | 1,435 | 43.0 | \$85,975 |
| Cooking with Paula Deen | 7,035 | 1,873 | 5,162 | 48.9 | \$58,436 | 6,321 | 1,631 | 4,690 | 49.5 | \$58,803 | 1,401 | 478 | 923 | 43.2 | \$55,285 |
| Cosmopolitan | 19,449 | 4,007 | 15,442 | 31.4 | \$65,705 | 17,245 | 3,331 | 13,914 | 31.5 | \$65,376 | 4,476 | 1,070 | 3,406 | 28.3 | \$67,106 |
| Country Living | 10,228 | 2,860 | 7,368 | 53.3 | \$55,983 | 9,328 | 2,526 | 6,801 | 55.4 | \$56,008 | 1,411 | 456 | 955 | 45.6 | \$54,324 |
| Cycle World | 2,270 | 1,915 | 355 | 45.7 | \$63,255 | 2,011 | 1,700 | 311 | 46.3 | \$62,479 | 517 | 421 | 96 | 39.0 | \$64,369 |
| Details | 2,016 | 1,518 | 498 | 33.1 | \$75,601 | 1,714 | 1,329 | 385 | 32.9 | \$79,096 | 467 | 332 | 136 | 32.6 | \$71,531 |
| Diabetes Forecast | 3,926 | 1,659 | 2,267 | 57.5 | \$46,235 | 3,595 | 1,495 | 2,100 | 58.5 | \$45,910 | 681 | 366 | 315 | 48.1 | \$47,409 |
| Discover | 5,740 | 3,690 | 2,050 | 42.8 | \$57,030 | 4,479 | 2,941 | 1,538 | 45.4 | \$55,906 | 1,734 | 1,109 | 625 | 35.5 | \$57,745 |
| Dwell | 1,341 | 560 | 781 | 38.3 | \$83,809 | 1,177 | 453 | 724 | 39.0 | \$84,815 | 265 | 177 | 87 | 32.9 | \$84,481 |
| Eating Well | 4,467 | 1,297 | 3,170 | 47.0 | \$66,556 | 3,110 | 912 | 2,199 | 48.2 | \$64,382 | 1,912 | 545 | 1,367 | 45.3 | \$69,575 |
| Ebony | 10,015 | 3,593 | 6,423 | 46.3 | \$49,211 | 9,569 | 3,371 | 6,198 | 46.7 | \$49,431 | 1,078 | 518 | 560 | 38.3 | \$46,896 |
| Elle | 6,943 | 1,102 | 5,842 | 36.5 | \$66,597 | 5,414 | 718 | 4,696 | 37.4 | \$68,097 | 2,120 | 469 | 1,650 | 32.3 | \$63,170 |
| Elle Decor | 2,109 | 427 | 1,682 | 42.0 | \$74,938 | 1,839 | 362 | 1,477 | 42.3 | \$75,961 | 423 | 91 | 332 | 41.0 | \$73,030 |



Fall 2011

(Issued 11/21/11)

| | Total Brand Audience (000) | | | | Print Audience (000) | | | | Digital Audience (000) (Websites, Apps, Social Media, Other Digital) | | | | | | |
|------------------------------|----------------------------|--------|--------|------------|----------------------|--------|--------|--------|---|------------|--------|--------|-------|------------|------------|
| | Adults | Men | Women | Median Age | Median HHI | Adults | Men | Women | Median Age | Median HHI | Adults | Men | Women | Median Age | Median HHI |
| Entertainment Weekly | 21,244 | 9,969 | 11,275 | 39.1 | \$69,649 | 14,775 | 6,788 | 7,987 | 39.6 | \$69,219 | 9,726 | 4,932 | 4,794 | 37.5 | \$71,595 |
| Entrepreneur | 3,644 | 2,503 | 1,141 | 40.2 | \$73,119 | 2,948 | 2,029 | 919 | 41.3 | \$73,639 | 1,112 | 810 | 301 | 35.6 | \$72,577 |
| ESPN The Magazine | 30,077 | 22,461 | 7,617 | 37.3 | \$73,210 | 11,090 | 8,774 | 2,317 | 36.8 | \$72,269 | 24,941 | 18,758 | 6,183 | 36.8 | \$73,881 |
| Esquire | 5,269 | 3,824 | 1,445 | 39.5 | \$73,682 | 3,857 | 2,933 | 924 | 41.4 | \$73,695 | 2,057 | 1,420 | 637 | 35.2 | \$73,592 |
| Essence | 8,598 | 2,110 | 6,488 | 43.0 | \$53,715 | 8,033 | 1,937 | 6,096 | 43.5 | \$54,507 | 1,436 | 378 | 1,058 | 38.1 | \$50,928 |
| Every Day with Rachael Ray | 10,691 | 2,217 | 8,474 | 46.3 | \$65,457 | 9,455 | 1,917 | 7,539 | 47.3 | \$65,423 | 2,193 | 508 | 1,685 | 38.7 | \$65,068 |
| Everyday Food | 8,646 | 2,158 | 6,488 | 43.3 | \$71,166 | 5,874 | 1,416 | 4,458 | 45.9 | \$69,843 | 3,833 | 1,045 | 2,788 | 39.9 | \$71,096 |
| Family Circle | 19,486 | 2,954 | 16,532 | 55.1 | \$55,857 | 18,777 | 2,745 | 16,031 | 55.6 | \$56,005 | 1,303 | 343 | 960 | 42.1 | \$49,367 |
| FamilyFun | 8,186 | 1,847 | 6,339 | 38.8 | \$62,364 | 7,043 | 1,486 | 5,557 | 39.0 | \$62,311 | 2,226 | 602 | 1,623 | 37.3 | \$63,380 |
| Fast Company | 2,894 | 1,903 | 991 | 36.6 | \$88,842 | 1,389 | 962 | 427 | 40.1 | \$90,338 | 1,806 | 1,152 | 654 | 32.6 | \$90,636 |
| Field & Stream | 7,004 | 5,566 | 1,438 | 48.5 | \$59,069 | 6,470 | 5,156 | 1,315 | 48.9 | \$58,714 | 1,089 | 899 | 190 | 42.7 | \$58,925 |
| First For Women | 3,398 | 208 | 3,190 | 52.3 | \$53,473 | 3,316 | 174 | 3,142 | 52.4 | \$53,537 | 148 | 48 | 100 | 41.4 | \$35,780 |
| Fit Pregnancy | 1,226 | 186 | 1,040 | 30.1 | \$69,705 | 1,095 | 160 | 935 | 30.1 | \$71,246 | 233 | 33 | 200 | 29.2 | \$46,450 |
| Fitness | 6,070 | 1,609 | 4,461 | 39.4 | \$64,406 | 5,031 | 1,286 | 3,745 | 40.1 | \$64,382 | 1,744 | 531 | 1,213 | 37.0 | \$64,481 |
| Flying | 1,413 | 1,044 | 369 | 55.4 | \$71,980 | 1,293 | 949 | 343 | 56.5 | \$73,178 | 222 | 182 | 40 | 41.7 | \$66,355 |
| Food & Wine | 9,579 | 4,290 | 5,289 | 43.8 | \$83,535 | 8,344 | 3,758 | 4,586 | 45.5 | \$82,919 | 2,051 | 928 | 1,123 | 39.4 | \$91,978 |
| Food Network Magazine | 23,027 | 8,731 | 14,295 | 41.8 | \$68,043 | 12,306 | 4,293 | 8,014 | 42.3 | \$64,794 | 15,891 | 6,295 | 9,596 | 40.7 | \$70,256 |
| Forbes | 16,095 | 10,368 | 5,727 | 41.3 | \$82,995 | 5,732 | 3,903 | 1,829 | 45.5 | \$77,604 | 12,171 | 7,787 | 4,384 | 40.7 | \$85,747 |
| Fortune | 17,166 | 10,767 | 6,399 | 42.4 | \$85,321 | 4,197 | 2,906 | 1,291 | 46.9 | \$87,750 | 14,348 | 8,894 | 5,455 | 41.5 | \$85,711 |
| FourWheeler | 1,946 | 1,650 | 296 | 38.1 | \$53,133 | 1,694 | 1,483 | 211 | 38.5 | \$50,789 | 398 | 290 | 108 | 33.2 | \$66,204 |
| Game Informer | 19,953 | 14,685 | 5,268 | 29.8 | \$53,933 | 18,850 | 13,859 | 4,992 | 30.0 | \$53,801 | 4,034 | 3,277 | 757 | 26.9 | \$50,283 |
| Garden Design | 2,631 | 988 | 1,643 | 52.4 | \$64,505 | 2,395 | 837 | 1,558 | 53.5 | \$64,718 | 355 | 221 | 134 | 41.5 | \$65,837 |
| Gardening How-To | 3,981 | 1,389 | 2,592 | 55.9 | \$47,588 | 3,766 | 1,305 | 2,461 | 56.4 | \$47,027 | 364 | 136 | 229 | 49.5 | \$61,311 |
| Glamour | 14,146 | 1,773 | 12,373 | 36.3 | \$68,189 | 12,251 | 1,370 | 10,881 | 36.9 | \$69,460 | 3,246 | 601 | 2,645 | 32.1 | \$63,894 |
| Golf Digest | 5,777 | 4,691 | 1,086 | 53.2 | \$93,634 | 5,379 | 4,389 | 990 | 55.1 | \$94,344 | 888 | 718 | 170 | 47.8 | \$88,841 |
| Golf Magazine | 6,314 | 5,040 | 1,274 | 53.5 | \$88,158 | 5,382 | 4,413 | 969 | 56.7 | \$89,273 | 1,665 | 1,288 | 377 | 42.9 | \$91,390 |
| Good Housekeeping | 27,778 | 4,547 | 23,231 | 53.6 | \$59,817 | 26,176 | 4,059 | 22,117 | 55.3 | \$59,636 | 3,081 | 731 | 2,351 | 43.9 | \$64,245 |
| GG (Gentlemen's Quarterly) | 7,923 | 6,200 | 1,723 | 32.3 | \$74,021 | 6,504 | 5,121 | 1,382 | 32.6 | \$74,603 | 2,472 | 1,973 | 499 | 30.6 | \$73,001 |
| Guideposts | 7,475 | 2,214 | 5,262 | 60.9 | \$47,866 | 7,278 | 2,175 | 5,103 | 61.2 | \$47,992 | 467 | 112 | 355 | 55.2 | \$51,992 |
| Guns & Ammo | 7,741 | 6,615 | 1,126 | 43.1 | \$60,499 | 7,202 | 6,113 | 1,088 | 43.8 | \$61,231 | 1,255 | 1,186 | 68 | 35.1 | \$50,497 |
| Harper's Bazaar | 3,649 | 678 | 2,970 | 39.1 | \$65,203 | 2,992 | 478 | 2,514 | 39.5 | \$66,722 | 956 | 275 | 681 | 36.8 | \$64,538 |
| Harvard Business Review | 1,498 | 834 | 664 | 37.5 | \$117,616 | 849 | 490 | 358 | 39.6 | \$128,594 | 852 | 450 | 402 | 32.9 | \$108,769 |
| Health | 7,483 | 2,172 | 5,311 | 48.9 | \$57,310 | 5,879 | 1,512 | 4,366 | 50.7 | \$55,983 | 2,416 | 937 | 1,479 | 43.5 | \$59,689 |
| Hot Rod | 4,936 | 4,131 | 804 | 43.0 | \$51,469 | 4,502 | 3,775 | 727 | 43.7 | \$50,468 | 821 | 685 | 136 | 37.3 | \$57,953 |
| House Beautiful | 6,849 | 1,114 | 5,735 | 55.3 | \$64,585 | 6,187 | 916 | 5,271 | 56.5 | \$64,176 | 1,026 | 284 | 742 | 45.9 | \$64,800 |
| In Touch Weekly | 7,307 | 1,479 | 5,827 | 32.9 | \$64,400 | 6,584 | 1,317 | 5,268 | 33.0 | \$63,888 | 1,135 | 264 | 871 | 31.1 | \$67,651 |
| Inc. | 3,073 | 2,010 | 1,063 | 41.0 | \$84,027 | 1,835 | 1,264 | 571 | 43.2 | \$74,986 | 1,536 | 972 | 564 | 37.9 | \$90,004 |
| InStyle | 10,843 | 1,521 | 9,322 | 37.8 | \$72,675 | 9,092 | 1,108 | 7,983 | 38.6 | \$73,546 | 2,819 | 570 | 2,249 | 33.4 | \$68,897 |
| Jet | 6,620 | 2,620 | 4,000 | 46.4 | \$47,078 | 6,044 | 2,366 | 3,678 | 47.2 | \$46,951 | 923 | 394 | 528 | 36.1 | \$44,993 |
| Kiplinger's Personal Finance | 4,146 | 2,634 | 1,512 | 55.1 | \$88,785 | 3,235 | 2,057 | 1,178 | 57.1 | \$89,175 | 1,327 | 874 | 453 | 46.8 | \$90,618 |



Fall 2011

(Issued 11/21/11)

| | Total Brand Audience (000) | | | | Print Audience (000) | | | | Digital Audience (000) | | | |
|------------------------------------|----------------------------|--------|--------|------------|----------------------|--------|--------|------------|------------------------|-------|--------|------------|
| | Adults | Men | Women | Median Age | Adults | Men | Women | Median Age | Adults | Men | Women | Median Age |
| Ladies' Home Journal | 13,827 | 1,303 | 12,524 | 57.0 | 13,355 | 1,194 | 12,160 | 57.4 | 841 | 148 | 693 | 42.6 |
| Life & Style Weekly | 3,628 | 650 | 2,978 | 31.5 | 2,983 | 503 | 2,480 | 31.5 | 812 | 168 | 644 | 31.6 |
| Lucky | 4,786 | 591 | 4,195 | 36.3 | 4,229 | 488 | 3,741 | 36.7 | 1,009 | 176 | 833 | 35.4 |
| MacWorld | 4,491 | 3,181 | 1,311 | 39.0 | 2,447 | 1,847 | 600 | 41.6 | 2,987 | 2,152 | 834 | 37.0 |
| Marie Claire | 5,869 | 637 | 5,232 | 36.0 | 4,925 | 378 | 4,547 | 36.1 | 1,443 | 317 | 1,126 | 33.9 |
| Martha Stewart Living | 13,086 | 2,175 | 10,911 | 48.4 | 10,549 | 1,465 | 9,084 | 50.5 | 4,083 | 1,025 | 3,058 | 40.3 |
| Maxim | 19,205 | 15,474 | 3,731 | 33.3 | 16,749 | 13,453 | 3,295 | 33.4 | 5,488 | 4,732 | 756 | 31.8 |
| Men's Fitness | 7,474 | 6,566 | 907 | 33.8 | 6,483 | 5,731 | 752 | 35.0 | 1,940 | 1,712 | 228 | 32.3 |
| Men's Health | 14,096 | 11,307 | 2,789 | 37.7 | 10,921 | 9,224 | 1,697 | 38.3 | 5,382 | 3,939 | 1,442 | 33.9 |
| Men's Journal | 3,366 | 2,830 | 536 | 37.6 | 2,707 | 2,321 | 386 | 38.0 | 1,090 | 890 | 200 | 35.4 |
| Midwest Living | 3,926 | 1,116 | 2,810 | 56.2 | 3,722 | 1,045 | 2,676 | 56.7 | 316 | 104 | 212 | 48.3 |
| Money | 21,544 | 13,287 | 8,257 | 46.1 | 9,429 | 5,944 | 3,485 | 52.6 | 14,864 | 9,209 | 5,655 | 41.7 |
| More | 2,933 | 542 | 2,391 | 49.8 | 2,321 | 166 | 2,154 | 51.2 | 781 | 387 | 395 | 40.2 |
| Mother Earth News | 3,185 | 1,568 | 1,617 | 50.4 | 2,731 | 1,385 | 1,346 | 51.6 | 838 | 365 | 473 | 43.8 |
| Motor Trend | 10,632 | 8,552 | 2,080 | 42.0 | 8,284 | 7,128 | 1,156 | 44.0 | 3,635 | 2,537 | 1,098 | 36.2 |
| Muscle & Fitness | 5,310 | 4,241 | 1,068 | 33.9 | 4,833 | 3,864 | 969 | 35.1 | 1,054 | 884 | 170 | 32.5 |
| National Enquirer | 7,590 | 3,165 | 4,425 | 47.1 | 7,041 | 2,914 | 4,127 | 47.3 | 876 | 369 | 507 | 45.2 |
| National Geographic | 31,329 | 17,570 | 13,759 | 49.2 | 28,765 | 16,107 | 12,658 | 50.5 | 14,864 | 9,209 | 5,655 | 41.7 |
| National Geographic Traveler | 7,497 | 3,852 | 3,645 | 46.3 | 6,388 | 3,198 | 3,190 | 48.1 | 1,746 | 1,050 | 697 | 35.9 |
| National Wildlife | 4,441 | 2,269 | 2,173 | 51.7 | 4,038 | 2,065 | 1,974 | 53.2 | 597 | 307 | 290 | 38.3 |
| New York Magazine | 6,269 | 3,478 | 2,792 | 37.4 | 1,925 | 1,034 | 891 | 43.1 | 4,970 | 2,790 | 2,180 | 35.9 |
| Newsweek | 17,260 | 9,959 | 7,301 | 46.4 | 13,200 | 7,388 | 5,812 | 49.2 | 5,447 | 3,509 | 1,938 | 37.8 |
| Nintendo Power | 4,743 | 3,573 | 1,169 | 28.2 | 4,139 | 3,130 | 1,009 | 28.2 | 1,234 | 955 | 279 | 26.7 |
| O, The Oprah Magazine | 16,135 | 2,928 | 13,207 | 48.9 | 13,598 | 2,269 | 11,330 | 50.3 | 4,528 | 1,103 | 3,425 | 42.1 |
| Official Xbox Magazine | 8,063 | 6,415 | 1,648 | 29.2 | 7,023 | 5,583 | 1,440 | 29.3 | 2,475 | 2,005 | 470 | 29.0 |
| OK! Weekly | 9,295 | 2,095 | 7,200 | 31.8 | 7,290 | 1,419 | 5,872 | 31.8 | 3,077 | 924 | 2,153 | 30.8 |
| Organic Gardening | 3,141 | 1,118 | 2,023 | 52.7 | 2,909 | 1,000 | 1,910 | 53.7 | 400 | 201 | 199 | 41.8 |
| Outdoor Life | 4,891 | 3,812 | 1,079 | 48.7 | 4,415 | 3,442 | 973 | 49.7 | 753 | 616 | 137 | 40.9 |
| Outside | 8,524 | 2,073 | 6,450 | 33.7 | 7,344 | 1,670 | 5,674 | 33.8 | 2,196 | 702 | 1,494 | 33.4 |
| Parenting | 13,691 | 3,279 | 10,412 | 33.5 | 11,625 | 2,564 | 9,061 | 33.6 | 4,111 | 1,155 | 2,957 | 32.5 |
| Parents | 6,063 | 5,013 | 1,051 | 30.6 | 4,387 | 3,594 | 793 | 31.3 | 2,706 | 2,310 | 396 | 29.2 |
| PC Gamer | 13,115 | 10,027 | 3,088 | 41.6 | 8,033 | 6,585 | 1,448 | 45.2 | 7,558 | 5,533 | 2,025 | 38.8 |
| PC World | 46,000 | 15,477 | 30,523 | 42.6 | 35,114 | 11,338 | 23,776 | 45.3 | 17,918 | 6,250 | 11,667 | 38.3 |
| People Magazine | 7,935 | 1,694 | 6,241 | 36.7 | 5,374 | 906 | 4,468 | 35.4 | 3,399 | 909 | 2,491 | 38.1 |
| People StyleWatch | 13,960 | 11,769 | 2,190 | 35.9 | 11,969 | 10,181 | 1,787 | 36.4 | 4,465 | 3,802 | 663 | 32.4 |
| Playboy | 8,197 | 6,701 | 1,496 | 29.1 | 7,075 | 5,835 | 1,240 | 29.1 | 2,640 | 2,118 | 522 | 28.9 |
| Playstation: The Official Magazine | 12,038 | 10,083 | 1,955 | 45.6 | 10,198 | 8,701 | 1,496 | 47.0 | 3,036 | 2,402 | 634 | 39.1 |
| Popular Mechanics | 10,667 | 8,571 | 2,096 | 43.3 | 9,085 | 7,386 | 1,699 | 46.4 | 2,618 | 2,076 | 542 | 35.2 |
| Prevention | 14,967 | 3,325 | 11,642 | 56.1 | 13,682 | 2,908 | 10,774 | 57.0 | 2,169 | 674 | 1,494 | 47.1 |

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

Popular Mechanics

Popular Science

Prevention



Fall 2011

(Issued 11/21/11)

| | Total Brand Audience (000) | | | | Print Audience (000) | | | | Digital Audience (000) | | | | |
|---------------------------|----------------------------|--------|--------|------------|----------------------|--------|--------|------------|------------------------|--------|-------|------------|------------|
| | Adults | Men | Women | Median Age | Adults | Men | Women | Median Age | Adults | Men | Women | Median Age | Median HHI |
| Reader's Digest | 29,938 | 12,826 | 17,112 | 55.3 | 28,537 | 12,140 | 16,397 | 55.9 | 2,770 | 1,322 | 1,449 | 41.9 | \$62,758 |
| Real Simple | 13,542 | 2,140 | 11,402 | 46.6 | 11,473 | 1,536 | 9,937 | 47.4 | 3,517 | 826 | 2,692 | 41.6 | \$83,590 |
| Redbook | 10,686 | 1,509 | 9,176 | 48.2 | 9,567 | 1,172 | 8,395 | 49.3 | 1,703 | 455 | 1,248 | 37.5 | \$66,373 |
| Road & Track | 6,751 | 5,902 | 849 | 45.1 | 6,063 | 5,282 | 780 | 45.7 | 1,187 | 1,063 | 124 | 37.2 | \$73,007 |
| Rolling Stone | 14,532 | 9,143 | 5,389 | 35.1 | 11,148 | 6,867 | 4,282 | 35.9 | 5,073 | 3,571 | 1,501 | 32.1 | \$67,137 |
| Runner's World | 4,065 | 2,051 | 2,014 | 36.6 | 2,754 | 1,400 | 1,354 | 37.7 | 2,060 | 1,058 | 1,002 | 33.6 | \$91,612 |
| Savour | 1,939 | 762 | 1,176 | 48.2 | 1,615 | 636 | 979 | 49.3 | 517 | 192 | 325 | 41.8 | \$95,186 |
| Scholastic Parent & Child | 4,285 | 1,113 | 3,173 | 36.3 | 2,774 | 616 | 2,159 | 35.3 | 2,085 | 642 | 1,442 | 37.8 | \$54,837 |
| Scientific American | 4,433 | 2,996 | 1,436 | 41.4 | 2,958 | 2,127 | 830 | 46.6 | 2,007 | 1,264 | 743 | 36.1 | \$71,169 |
| Self | 8,895 | 1,322 | 7,573 | 38.5 | 7,149 | 796 | 6,353 | 38.9 | 2,625 | 662 | 1,962 | 36.3 | \$71,194 |
| Seventeen | 9,107 | 1,644 | 7,463 | 29.2 | 7,890 | 1,340 | 6,550 | 29.9 | 2,285 | 511 | 1,774 | 25.9 | \$48,428 |
| Shape | 9,043 | 1,340 | 7,703 | 38.5 | 8,057 | 1,116 | 6,941 | 38.8 | 1,744 | 347 | 1,397 | 35.7 | \$68,699 |
| Sierra | 1,596 | 861 | 734 | 53.2 | 1,429 | 770 | 659 | 55.3 | 264 | 133 | 131 | 43.1 | \$61,039 |
| Ski | 1,348 | 938 | 410 | 45.9 | 1,236 | 874 | 363 | 46.6 | 207 | 123 | 85 | 41.3 | \$106,258 |
| SmartMoney | 6,033 | 3,699 | 2,335 | 50.1 | 4,151 | 2,556 | 1,595 | 53.4 | 2,443 | 1,559 | 884 | 42.9 | \$85,259 |
| Smithsonian | 10,109 | 5,456 | 4,653 | 57.4 | 9,348 | 5,007 | 4,341 | 58.3 | 1,281 | 738 | 543 | 46.1 | \$68,130 |
| Soap Opera Digest | 4,771 | 667 | 4,104 | 48.3 | 4,274 | 592 | 3,682 | 49.0 | 918 | 155 | 763 | 41.2 | \$44,939 |
| Soap Opera Weekly | 2,835 | 448 | 2,388 | 47.4 | 2,502 | 389 | 2,113 | 47.6 | 620 | 94 | 526 | 45.7 | \$41,458 |
| Southern Living | 14,150 | 3,806 | 10,344 | 55.3 | 13,335 | 3,535 | 9,800 | 56.1 | 1,443 | 414 | 1,028 | 46.6 | \$71,693 |
| Spin | 2,767 | 1,631 | 1,136 | 32.0 | 2,080 | 1,221 | 859 | 32.5 | 1,016 | 637 | 379 | 30.2 | \$65,837 |
| Sporting News | 8,643 | 5,621 | 3,022 | 47.1 | 2,850 | 2,571 | 279 | 46.2 | 6,811 | 4,008 | 2,803 | 47.2 | \$74,228 |
| Sports Illustrated | 26,283 | 19,929 | 6,354 | 41.3 | 17,270 | 13,375 | 3,895 | 43.0 | 13,428 | 10,250 | 3,177 | 38.6 | \$77,300 |
| Star | 9,255 | 2,725 | 6,530 | 39.2 | 8,311 | 2,459 | 5,852 | 40.1 | 1,632 | 434 | 1,198 | 33.1 | \$51,635 |
| Sunset | 6,640 | 2,257 | 4,383 | 55.5 | 6,128 | 2,062 | 4,066 | 56.3 | 887 | 323 | 564 | 46.6 | \$92,873 |
| Taste of Home | 15,353 | 2,916 | 12,437 | 52.1 | 13,829 | 2,489 | 11,340 | 53.0 | 3,245 | 826 | 2,420 | 46.5 | \$62,464 |
| Teen Vogue | 3,121 | 503 | 2,618 | 25.1 | 2,606 | 361 | 2,245 | 25.8 | 782 | 178 | 604 | 23.5 | \$50,550 |
| Tennis | 1,706 | 889 | 817 | 48.8 | 1,501 | 756 | 745 | 50.2 | 406 | 230 | 175 | 37.9 | \$61,675 |
| Texas Monthly | 3,005 | 1,577 | 1,429 | 51.0 | 2,835 | 1,497 | 1,338 | 51.9 | 358 | 201 | 157 | 40.5 | \$66,948 |
| The Atlantic | 4,381 | 2,731 | 1,650 | 41.6 | 4,441 | 822 | 619 | 56.5 | 3,417 | 2,246 | 1,171 | 37.7 | \$84,269 |
| The Economist | 5,440 | 3,612 | 1,829 | 39.0 | 3,062 | 1,931 | 1,131 | 42.3 | 3,142 | 2,234 | 908 | 35.9 | \$94,845 |
| The Family Handyman | 7,025 | 4,724 | 2,302 | 52.7 | 6,413 | 4,294 | 2,118 | 53.3 | 1,153 | 797 | 356 | 48.3 | \$63,996 |
| The New Yorker | 5,753 | 3,135 | 2,618 | 46.7 | 3,607 | 1,960 | 1,647 | 52.6 | 2,779 | 1,574 | 1,206 | 38.9 | \$82,198 |
| The Week | 2,935 | 1,681 | 1,254 | 51.4 | 2,014 | 1,113 | 901 | 58.5 | 1,101 | 683 | 418 | 39.4 | \$63,050 |
| This Old House | 7,594 | 3,992 | 3,602 | 51.3 | 6,384 | 3,332 | 3,052 | 52.1 | 1,839 | 1,009 | 830 | 48.5 | \$64,254 |
| Time | 28,706 | 16,622 | 12,085 | 44.0 | 18,518 | 10,666 | 7,852 | 49.1 | 13,909 | 8,414 | 5,494 | 38.2 | \$78,928 |
| Town & Country | 2,974 | 902 | 2,072 | 50.8 | 2,824 | 821 | 2,003 | 51.1 | 222 | 127 | 94 | 40.5 | \$35,059 |
| Traditional Home | 3,362 | 586 | 2,776 | 51.0 | 3,170 | 534 | 2,636 | 51.3 | 279 | 77 | 202 | 46.3 | \$59,924 |
| Travel + Leisure | 10,953 | 5,178 | 5,775 | 50.5 | 9,837 | 4,595 | 5,242 | 51.7 | 1,780 | 951 | 829 | 41.4 | \$90,570 |
| TV Guide | 22,344 | 11,049 | 11,294 | 46.8 | 15,087 | 7,559 | 7,528 | 50.3 | 10,947 | 5,450 | 5,497 | 39.9 | \$61,941 |
| Us Weekly | 21,478 | 6,806 | 14,672 | 36.6 | 14,137 | 4,000 | 10,137 | 34.0 | 10,722 | 3,822 | 6,900 | 38.0 | \$74,638 |



Fall 2011

(Issued 11/21/11)

| | Total Brand Audience (000) | | | | Print Audience (000) | | | | Digital Audience (000) | | | | | | |
|--------------------|----------------------------|--------|--------|------------|----------------------|--------|-------|--------|------------------------|------------|--------|-------|--------|------------|------------|
| | Adults | Men | Women | Median Age | Median HHI | Adults | Men | Women | Median Age | Median HHI | Adults | Men | Women | Median Age | Median HHI |
| Vanity Fair | 8,085 | 2,351 | 5,734 | 41.0 | \$74,293 | 6,608 | 1,681 | 4,927 | 43.0 | \$74,210 | 2,115 | 882 | 1,233 | 33.4 | \$75,931 |
| Veranda | 1,199 | 288 | 910 | 49.6 | \$98,212 | 1,161 | 272 | 889 | 50.1 | \$100,623 | 55 | 23 | 32 | 31.5 | \$60,696 |
| Vogue | 11,502 | 1,993 | 9,509 | 38.0 | \$66,055 | 10,189 | 1,636 | 8,553 | 39.2 | \$66,870 | 2,182 | 552 | 1,631 | 31.5 | \$60,993 |
| W Magazine | 2,378 | 558 | 1,820 | 38.9 | \$73,662 | 2,063 | 451 | 1,612 | 39.6 | \$75,949 | 431 | 139 | 292 | 35.1 | \$68,998 |
| WebMD The Magazine | 26,541 | 10,329 | 16,212 | 45.3 | \$67,381 | 13,582 | 5,114 | 8,468 | 49.0 | \$60,937 | 17,379 | 6,901 | 10,478 | 41.0 | \$72,860 |
| Weight Watchers | 9,839 | 1,980 | 7,859 | 48.9 | \$69,000 | 7,668 | 1,464 | 6,204 | 50.7 | \$66,422 | 4,004 | 870 | 3,133 | 42.1 | \$75,536 |
| Wine Spectator | 3,695 | 2,272 | 1,423 | 47.4 | \$102,926 | 3,292 | 1,986 | 1,306 | 48.1 | \$103,090 | 725 | 519 | 206 | 39.6 | \$95,492 |
| Wired | 10,924 | 7,933 | 2,991 | 35.6 | \$77,879 | 6,001 | 4,608 | 1,393 | 35.6 | \$78,126 | 6,898 | 4,902 | 1,996 | 35.8 | \$78,282 |
| Woman's Day | 20,609 | 1,900 | 18,710 | 53.4 | \$54,775 | 19,102 | 1,401 | 17,701 | 55.4 | \$54,641 | 2,528 | 597 | 1,931 | 41.8 | \$56,528 |
| Women's World | 5,682 | 717 | 4,965 | 53.8 | \$53,596 | 5,485 | 701 | 4,784 | 55.1 | \$53,579 | 331 | 23 | 308 | 47.4 | \$53,423 |
| Women's Health | 10,028 | 1,273 | 8,755 | 41.5 | \$61,898 | 8,254 | 898 | 7,356 | 42.5 | \$60,886 | 2,581 | 465 | 2,117 | 38.1 | \$65,148 |
| Working Mother | 1,626 | 163 | 1,463 | 39.7 | \$69,084 | 1,483 | 140 | 1,343 | 40.4 | \$69,553 | 240 | 28 | 212 | 39.2 | \$61,525 |
| Yoga Journal | 2,009 | 585 | 1,425 | 40.7 | \$79,720 | 1,736 | 541 | 1,195 | 42.0 | \$81,014 | 453 | 68 | 385 | 37.2 | \$82,072 |

Total U.S. adults - 231,238,000; Digital magazine audiences comprised of monthly delivery of magazine Websites, magazine social media Websites, magazine apps, other digital delivery.

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 ESPN the Magazine are panel-only estimates.) 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 (money.com), Soap Opera Digest and Soap Opera Weekly (soapoperadigest.com).

© 2011 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.