

HEARST MAGAZINES DIRECT

Circulations & Readership

MAGAZINES

	Circulation		Readership		Median	Class	
	Combined	Total	Gender	Age	AB	ABC1	
Best	130,506	183,000	96% female	59	10	35	
Cosmopolitan	403,887	1,119,000	95% female	29	33	66	
Country Living	187,394	671,000	75% female	54	45	74	
Elle	172,193	636,000	93% female	31	33	68	
Elle Decoration	71,794	223,000	91% female	39	40	73	
Esquire	62,051	164,000	77% male	35	43	81	
Good Housekeeping	439,561	1,326,000	87% female	56	43	77	
Harper's Bazaar	111,424	154,000	80% female	35	43	84	
House Beautiful	109,970	421,000	90% female	50	38	70	
Inside Soap	98,226	335,000	83% female	38	11	37	
Men's Health	174,672	910,000	91% male	33	31	68	
Prima	240,924	415,000	96% female	59	35	68	
Real People	124,859	255,000	93% female	39	6	27	
Red	166,340	322,000	93% female	47	52	80	
Reveal	100,685	237,000	94% female	33	16	36	
Runner's World*	78,496	276,000	55% male	38	60	82	
Women's Health	131,960	505,000	95% female	36	34	66	

Source: ABC Jan - Jun 17, *ABC Jul - Dec 16, NRS Jul 16 - Jun 17