

# HEARST MAGAZINES DIRECT

## Circulations & Readership

### MAGAZINES

	Circulation		Readership		Median	Class	
	Combined	Total	Gender	Age	AB	ABC1	
Best	130,506	171,000	96% female	62	14	43	
Cosmopolitan	403,887	1,303,000	94% female	29	29	64	
Country Living	187,394	736,000	74% female	53	42	71	
Elle	172,193	699,000	95% female	29	31	67	
Elle Decoration	71,794	222,000	88% female	41	48	77	
Esquire	62,051	157,000	74% male	34	45	87	
Good Housekeeping	439,561	1,435,000	87% female	54	44	75	
Harper's Bazaar	111,424	145,000	83% female	36	40	78	
House Beautiful	109,970	463,000	90% female	51	35	68	
Inside Soap	98,226	323,000	85% female	35	12	38	
Men's Health	174,672	1,043,000	88% male	32	29	65	
Prima	240,924	378,000	98% female	61	29	67	
Real People	124,859	213,000	92% female	35	8	25	
Red	166,340	306,000	92% female	45	55	87	
Reveal	100,685	210,000	96% female	31	12	41	
Runner's World*	78,496	315,000	58% male	40	53	76	
Women's Health	131,960	500,000	96% female	35	36	60	

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