

Magazines and the Digital Shift

Print still dominates the magazine world ...

96.5%

Print
circulation



3.5%

Digital
circulation

... but the growth is on the digital side ...

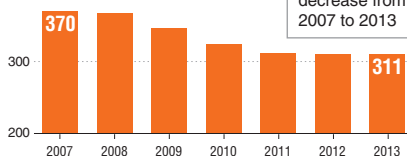
12 million in digital circulation



237.5%
increase from
2011 to 2013

... while print has declined

400 million in print circulation



15.9%

decrease from
2007 to 2013

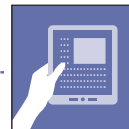
Percentage share of
print circulation

50%



Percentage share of
digital circulation

61%



Top magazine circulations: print versus digital

Top 10 Print (paid & verified)

17%	1. AARP the Magazine	22,274,096
6%	2. Game Informer Magazine	7,629,995
6%	3. Better Homes and Gardens	7,615,581
6%	4. Good Housekeeping	4,348,641
3%	5. Reader's Digest	4,228,529
3%	6. National Geographic	4,029,881
3%	7. Family Circle	4,029,525
3%	8. People	3,527,541
3%	9. Woman's Day	3,331,803
3%	10. Time	3,289,377

Top 10 Digital (by digital replica circulation)

1. Game Informer Magazine	2,950,136	9%
2. Readers Digest	454,526	5%
3. Cosmopolitan	236,006	4%
4. Maxim	206,639	4%
5. Taste of Home	206,469	4%
6. National Geographic	178,746	4%
7. Working Mother	171,313	4%
8. OK! Weekly	141,146	3%
9. Star Magazine	139,855	3%
10. Poder Hispanic	124,652	3%

Sources: <http://www.auditedmedia.com/news/blog/2014/february/us-snapshot.aspx>, <http://www.statista.com/statistics/183456/combined-average-circulation-of-us-magazines-since-2000>