

Table 5.2

What Are the Top Ten Magazines?

Magazine	Circulation***
1. <i>AARP The Magazine</i>	21,931,184*
2. <i>Game Informer</i>	7,829,179**
3. <i>Better Homes and Gardens</i>	7,624,505
4. <i>Reader's Digest</i>	5,241,484
5. <i>Good Housekeeping</i>	4,396,795
6. <i>Family Circle</i>	4,014,881
7. <i>National Geographic</i>	4,001,937
8. <i>People</i>	3,542,185
9. <i>Woman's Day</i>	3,394,754
10. <i>Time</i>	3,301,056

Source: "Magazines by Circulation for Six Months, Ended June 30, 2013." *Advertising Age*, adage.com/datacenter/datapopup.php?article_id=244466. Reprinted with permission from Advertising Age/American Demographics. © Crain Communications Inc., 2014.

**AARP The Magazine* may be a bit of a surprise as the top magazine in the country, but as the magazine of AARP, it goes out to every member.

***Game Informer* was the number-eleven magazine in 2008, with a circulation of 3,517,598.

****Sports Illustrated* comes in at thirteen (3.1 million), *Cosmopolitan* at fourteen (3 million), *O, The Oprah Magazine* at eighteen (2.4 million), *Maxim* at thirty-one (2 million), *Rolling Stone* at fifty (1.5 million), and *Playboy* at fifty-nine (1.3 million).