



Media Industry Newsletter®

COMPETITIVE INTELLIGENCE FOR MEDIA LEADERS

March 27, 2017 | Vol. 70 No. 12

Read more at: minonline.com

Top Story: **Legacy Social Platforms Drive February Engagement**

Despite Snapchat's recent buzz, magazine brands focused on Facebook, Twitter, and IG.

The early months of 2017's social media scene were dominated by the long-awaited **Snapchat** IPO, even though the platform remains dwarfed by competitors that are already successfully copying the upstart's content innovations. While publishers continue to vie for Snapchat's attention, marketers are less impressed. In a joint study by **RBC Capital Markets** and **AdAge** of 1,600 brand executives, Snapchat's ROI ranked far behind **Facebook** and **Google** and only ahead of **AOL**. Marketers cited declining engagement and open rates, poor targeting and reporting behind their muted opinion of the latest bright shiny object.

As we see in February's **Social Media Boxscores**, the heat remains around Facebook, **Instagram**, and even **Twitter** when it comes to magazine media brands.

Continued on page 7

Steal This Idea: **Two Innovations Worth Watching in Audio Content**

Voice activation and slick new integrated formats anticipate emerging standards.

Several branded media providers such as, *Allrecipes* and *Good Housekeeping*, already have Alexa skills that offer things like recipe walkthroughs and stain-removal tips. But Alexa is also evolving for some users into an on-demand audio-content channel. Podcast publishers, for instance, should be aware that **Amazon's** home assistant is an adept podcast player. Your listeners can ask her to "play the latest episode of podcast X," and she's quite good at finding the right show.

Moreover, several companies, including **Google News**, are using this new channel of "ambient computing" for narrated versions of content. SpokenLayer is powering some of these early experiments in flowing audio versions of text content into Alexa, Cortana, Siri, and others. The company tells *min* that it expects ambient computing to explode as traditional computing interfaces begin to melt into everyday objects, especially the car. It estimates that 10 million users are already asking these audio assistants for content every day.

Continued on page 3

Best of the Web Awards Highlight Digital Innovation

Celebrating people, content, campaigns, and products that are changing magazine media.

min held its 14th annual Best of the Web Awards on Tuesday, March 21 at the Yale Club in New York City. The event honored more than 20 of the best and brightest people, content, products, campaigns and more. Plus, we inducted six new members into our Digital Hall of Fame. For a full recap of the event and a list of finalists and winners, visit minonline.com.

If you missed the event, or want to reflect on it, check out our photo spread on page 4.

Continued on page 4

In This Issue

2 Southern Living Recognizes the Best

4 Best of the Web Photo Gallery

6 An Unhealthy Content Strategy?

8 February's Social Media Boxscores

14 Real Simple Cleans Up

Editorial

VP, Content: Tony Silber
(tsilber@accessintel.com)
203/899-8424

Group Editor: Caysey Welton
(cwelton@accessintel.com)
203/899-8431

Digital Media Editor: Steve Smith
(popeyesmith@comcast.net)
302/691-5331

Editorial Assistant: Jameson Doris
(JDoris@accessintel.com)

Business

Publisher: Roberta Caploe
(rcaploe@accessintel.com)

Senior Director Market Development:
Laurie M. Hofmann
(lhofmann@accessintel.com)

Director of Event Operations &

Logistics: Kate Schaeffer
(KSchaeffer@accessintel.com)

Senior Marketing Manager:
Danielle Sikes (dsikes@accessintel.com)

Marketing Coordinator: Zoe Silverman
(zsilverman@accessintel.com)

Senior Account Executive:
Tania Babluk (tbabluk@accessintel.com)

Production

Production Manager:

Sophie Chan-Wood
(SChan-Wood@accessintel.com)

Graphic Designer: Tara Bekman
(tzaino@accessintel.com)

Contributing Editor, Analytics:
Stacy Hill (shill@accessintel.com)

Access Intelligence, LLC President &
Chief Executive Officer: Don Pazour

SVP, Media Group: Diane Schwartz

Chief Operating Officer:

Heather Farley

Subscriptions/Client Services:
888-707-5814

List Sales: MeritDirect, 914-368-1090
(dzaborski@meritdirect.com)

Advertising: 203-899-8498

Reprints: Wright's Media,
877-652-5295 (info@wrightsmedia.com)

Editorial Offices: 1761 Main
Avenue, Norwalk CT, 06851;
40 Wall Street, 50th floor, New York,
NY 10005; Faxes: 203-854-6735,
212-621-4879; www.minonline.com

Access Intelligence LLC, 9211
Corporate Blvd, 4th Floor, Rockville, MD
20850; Ph: 301-354-2000 Published
2017 © by Access Intelligence LLC.

Distributed via email and online. For
email and postal address changes,
allow 2 weeks notice. Send to: Client
Services or call 888-707-5814. For
advertising info contact 301/ 354-
1629. Contents may not be reproduced
in any form without written permission.

Subscription Rate: \$1,199.97

Southern Living's The South's Best Awards is Multiplatform Publishing Done Right

An editorial franchise that leaves no channel untouched.

Time Inc.'s *Southern Living* recently revealed the winners of its first annual South's Best Awards, a 13-category program that grew out of an existing editorial feature. The awards recognized everything from the best bar to the best BBQ to the best museum. And while the program itself is a great resource for its readers and a way to recognize the essence of the Southern culture and community, the program is also a case study in how to take an editorial franchise and spread it across every platform.

Executive editor Krissy Tiglias tells *min*, "South's Best was just a case of *Southern Living* reinventing and expanding a popular feature while opening a new channel of communication with our audience."

The brand opened up a lot more than one channel, however. Tiglias says, "On the day of the launch, we published 42 pieces of new digital content, a poll for users to vote for the best tailgate, 12 videos, and launched an Instagram Stories takeover." That's a pretty aggressive rollout, to say the least. And the multi-format content approach hedges that content consumers will have several touch points to engage with the brand and the expanded franchise.

There was also an experiential component. The day the awards were announced the brand hosted a celebratory breakfast in Charleston, SC, which was also named Best City within the awards package. The brand didn't disclose if revenue was tied to the event, or the editorial package itself, however as a community building tool, a live event like this can pay dividends.



Soundbite: Magazine Media Needs 'Hall of Change'

Inspiring words from a 2017 *min* Digital Hall of Fame Inductee.

There were countless notable moments during our Best of the Web luncheon on March 21. Randall Rothenberg gave an impassioned speech about maintaining the integrity of advertising in order to sustain quality journalism. And the six Hall of Fame inductees (see page 5) all shared insightful and inspiring words during their acceptance speeches. But inductee Lisa Valentino, chief revenue officer of industry and agency at **Condé Nast**, said something that especially resonated with *min's* editorial team.

Valentino discussed the rapidly changing world around us—our culture, society, politics and even our own industry. She said as media professionals we have "an awesome responsibility" to ensure quality, accurate information is delivered to the masses. What's more, she implied that we should not fear these changes, but instead embrace them, and even went as far as suggesting *min* tweak its Hall of Fame to Hall of Change. We'll think about it.

MPA Urges USPS to Keep Prices Where they Are 10-year review could increase costs for publishers.

Publishers don't need to panic yet, but postal prices could be going up after a 10-year Regulatory Commission review. The MPA is stepping in by asking the Commission to keep prices static for the next 10 years. Given the USPS's financial woes, things could get interesting.

Alexa, What's News? (Continued from page 1)

SpokenLayer is the company that magazines like *Wired* and *Playboy* use to record and distribute web content into channels like iTunes Podcast. The promise of ambient computing happens through interactivity. Early players in this space say that it's invaluable to see the often failed requests people make for their brands in this channel. It reveals in very precise ways what users expect and want from the brand.

The important point here for media providers of all sorts is that podcasting is not the only channel (and may not be the largest) for audio content in coming years.

The New York Times Shows Us How to Normalize Podcasting

Let us be the first to declare that *The New York Times'* podcast *The Daily* may prove to be as much a breakthrough in the genre as *Serial* was two years ago. In its first month of release it's already hit the monthly and generally static Podtrac Top Podcast charts at the #13 spot—it's #5 on the iTunes' show chart as well.

With 30 minutes of fresh audio reporting every morning by 6:30 a.m., *The Daily* has overcome our early doubts and proven to be a unique podcasting take on the news. While maintaining *Times'* journalistic rigor, host and lead reporter Michael Barbaro frames his conversations with other reporters and unique direct sources in a personable way that is perfect for the audio format. This is one podcast that helps make the case for substance over idle chatter, as well as quality content over more attitude and opinion.

But the real lesson in *The Daily* is the power of promotion by a major media source. *The Times* features and allows immediate play of *The Daily* in its major daily briefing app, as well as on the mobile version of the website. In other words, the publisher is actually behind its own audio initiative and does what all publishers should be doing—normalizing audio versions of its content rather than siloing it.



min
Snapchat & Instagram
Master Class
TUESDAY, MAY 16 | NEW YORK CITY

EARLY BIRD EXPIRES APRIL 25!

Optimize Your Strategies for the Two Fastest Rising Visual Social Platforms

Join min on May 16 as we unpack everything you need to know about Snapchat and Instagram. We've got you covered—from launching a strategy, to measurement and proving ROI. Our full-day program will give you the tools you need to optimize both networks immediately. And expert speakers will address the key challenges and opportunities you'll face. Plus, it's a great way to network with your industry peers and share ideas that work.

Book Your Seats at minonline.com/events

Best of the Web Awards Highlight Digital Innovation

(Continued from page 1)



More than 100 magazine media professionals filled the Grand Ballroom at The Yale Club in New York. Representatives from Time Inc., Condé Nast, Hearst Magazines, Rodale, Meredith, American Media Inc. and many more came out in support of their brands and colleagues.



Above: Randall Rothenberg, CEO of IAB, accepting his Defense of Journalism Award.

Right: Bloomberg Media flashing its Ad Ops Team of the Year Award (second year in a row).





2017's Digital Hall of Fame Inductees delivering their acceptance speeches. **Top, left to right:** Lee Sosin, SVP at Hearst Digital Media; Andy Wilson, SVP of consumer revenue at Meredith; Lisa Valentino, CRO of industry and agency at Condé Nast. **Bottom, left to right:** Brian Kroski, chief digital officer, American Media Inc.; Kate Lewis, SVP and editorial director at Hearst Digital Media; Matt Bean, editor-in-chief, *Men's Health*.



The room was filled with smiles and laughter throughout the afternoon as attendees waited to hear the results.



Actor, comedian and co-star of the CBS comedy "Kevin Can Wait," Chris Roach served as this year's host.

Time Health: A Pathfinder for Our Times?

Time Inc. launched Time Health, a brand that borrows the newsmagazine's logo and establishes a new legacy in wellness coverage. The site, optimized for mobile browsers, targets specific topics through a staggered rollout which include: Heart, Psoriasis, Type 2 Diabetes, Sleep and Colds & Flu, as well as Digestive Health and Allergies in the near future.

The site is unremarkable in content. It's mainly an aggregation of stories in each category from *Time*, *Real Simple*, *Money* and several other Time Inc. brands. It promises a range of health information, but Time Health is surprising in that it lacks basic tools like search or sub-categories for more granular navigation. It currently feels like a placeholder for a bigger concept, rather than a fully formed product.

According to the promotions, Time Inc. is hoping this mobile site initiates a Time Health brand that can be attached to upcoming projects in virtual reality, video and personalized content. It also has waiting room magazines planned.

While the site and project feel somewhat half-baked, the front-end design isn't. This app has a clean, visual appeal at the top levels of navigation. Comforting, oversized images with descriptive headlines give the experience a relaxing waiting room magazine feel. The source branding for each story is evident at the top level of the feed—sharing tools are also prominent.

Unfortunately the hodgepodge nature of this model is evident once you drill into the content. You're bounced to different Time Inc. properties and often have no easy backward navigation.

Time Health looks and feels more like a corporate business model than a consumer focused service. It answers the question of what to do with all of this health-related content the company produces across brands. However, it fails to answer the questions of how, why and what the health-interested reader wants from a media brand.

Time Health	
User Experience	C-
Overall Design	C+
Social Integration	B-
Monetization	B-
Final Grade	C+

Taste of Modern Does Product Curation Right

As magazine media embraced affiliate marketing fees and pushed e-commerce/content combinations, most relied more on "editor's picks" conceits and the email channel than thoughtful design and curation. Taste of Modern is an object lesson in doing editorial curation right. The app experience is driven by a sensibility—the appeal of "modern" design sense across a range of categories—from watches and tech to shirts and furniture. It's a members-only model that uses flash-sale mechanics to drive interest and unify the experience with one shopping cart.

The trick it pulls off is being both eclectic and coherent. It includes sub-categories like Star Wars, Denim Depot, Iconic Collection (i.e. design-focused), and All Black Everything. The app's mood is communicated at every turn. The design is sleek and clear, with carousels of product images on item pages, concise descriptions and product features fitting within a screen.

All of which is to say that Taste of Modern pulls together editorial, design and functionality into a comfortable whole that most magazine e-commerce projects should aspire to.

Taste of Modern	
User Experience	A-
Overall Design	A
Monetization	A
Final Grade	A-

min's Job Board

Find Talented Professionals in
the Media & Publishing Industry

min

Post Your Open Jobs
www.minonline.com/mediajobs

Questions? Contact Zoe Silverman at zsilverman@accessintel.com

28219



Steve Smith

TOP STORY

Legacy Social Platforms Drive February Engagement

(Continued from page 1)

Instagram was a hotbed of activity for magazine brands in February, often fueled by TV properties and events. *This Old House*, for instance, enjoyed a 2,030% increase in engagement, second only to *Harper's Bazaar's* staggering increase of 6,984%. Michael Gutkowski, chief digital officer at *This Old House*, says this astonishing growth was the result of "strategic efforts around editorial content, influencer collaboration and talent promotion. On the editorial side of things, we also sprinkled in popular pins to create a recirculation with consistent content. This made it so that our audience sees different elements of popular stories from Instagram to Facebook and back on our homepage." He adds, "This has been very effective for our brand. Our audience tends to follow us on one or more platforms, if not all of the platforms where we engage on social media."

Also helping is a new #TOHGenNext effort to invite stories of apprenticeship and passing the builder bug onto the next generation. And finally, the brand is making hay from TV content, including their on-air appearances with Jimmy Fallon and real-time updates from the TV worksites.

Likewise, *Runner's World's* 1,159% increase in Instagram engagement was the product of strategic shifts. The brand launched two Instagram Stories franchises, "Shoes Day Tuesday," which features a new shoe from its buying guide every week, and "Weekly Wrap," which highlights five to six of its best stories from the week. "Both have been successful in not only increasing our engagement on Instagram but also driving traffic to our site, **RunnersWorld.com**," says Social Media Editor Hannah McGoldrick.

Social video remains one of the strongest drivers of growth and engagement across the increasing number of social channels posting it. *Entertainment Weekly*, for instance, capitalized not only on February awards shows but entertainment premieres and even National Margarita Day. Director of Social Media and Brand Partnerships Chris Rackliffe tells *min*, "Native video is performing incredibly well across social channels right now, with a particular focus on Facebook, as the potential reach there is astronomical. We posted 4.2 times as many native videos on Facebook in February 2017 as we did in February 2016, and 23% more than we did in January of this year." And while there are emerging social channels challenging the usual suspects, Rackliffe finds that distribution "seems to be coalescing around the big plat-

forms like Facebook, Twitter, Instagram and Snapchat, and so that's where we're focusing." *Entertainment Weekly* also recently joined its sister **Time Inc.** brand *People* on Snapchat.

In Twitter engagement activity, *Essence* was among the strongest magazine brands with a total of 691,789 interactions that were driven by comprehensive red carpet coverage of a variety of recent events. Their Black Women in Hollywood series of posts around the Academy Awards attracted over 245 million social impressions, and at the Grammy's 298 million. More than brand impressions, *Essence* effectively monetized each of its social channels. The Facebook Live stream for the Oscars attracted sponsorship from **Lincoln, Walmart, Ford** and Planned Parenthood, while **Absolut Vodka** supported the music coverage. Interestingly, several sponsors also engaged social influencers in these live streams, which helped amplify reach. For instance, Walmart had a style influencer host the Instagram Stories activation for the Hollywood coverage.

Motor Trend leveraged the Super Bowl of all things to grab social attention. And, in fact, going off topic seemed to be fueling the 322% growth in Twitter engagement when it started a February 5th "tweet off" around user comments on the game, referee calls, the half-time show, and the ads. Lesson learned: Mix it up a bit. Of course, it also helps when a Twitter superstar takes notice. A *Motor Trend* story about the new **Tesla S P100D** was tweeted by Elon Musk (7 million followers) at 7:00am PST on Feb. 7. "By noon that day, we had about a dozen different mainstream and automotive news outlets covering our story thanks to his tweet," says **TEN** SVP of Marketing Ryan Payne. "It was one of the biggest days in the last couple of years."

Of course, one thing is sure to trump even the popular Elon Musk among the Twitterati—nude news. It was February when *Playboy* announced that it would return to nudity with the March/April issue. Apparently, the news went over well. *Playboy's* Twitter engagement spiked 508% in February, fueled both by an increase in posts but especially by Chief Content Officer Cooper Hefner's declaration that, yep, nudity is just fine with *Playboy* after all. Actually, he took it a step further by stating that on the cover of the magazine, and launching a social campaign around the #nakedisnormal hashtag. We'll see if it catches on.

Steve Smith covers digital trends and innovations as *min's* digital media editor. Send him tips or feedback: popeyesmith@comcast.net

Top 10 Media Brands in Terms of Engagement, February 2017 - Facebook

Publication	Followers	% Difference in Followers	Posts	% Difference in Posts	Total Engagement Activity	% Difference in Total Engagement Activity	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
DuPont Registry Auto	6,544,902	1.04%	403	-22.35%	8,592,058	-9.49%	8,340,596	-9.24%	33,616	-11.92%	217,846	-17.81%
National Geographic	43,613,360	0.63%	298	-10.24%	5,777,551	-21.21%	4,744,993	-18.61%	151,854	-29.83%	880,704	-31.54%
Food Network Magazine	14,260,353	7.00%	333	-16.33%	5,496,077	-43.80%	3,120,799	-34.95%	367,115	-53.44%	2,008,163	-52.12%
Country Living	4,090,598	1.87%	592	-15.43%	4,608,303	9.68%	2,871,576	-2.30%	190,981	21.04%	1,545,746	39.95%
Entertainment Weekly	4,125,384	1.56%	819	-5.21%	2,523,470	11.58%	1,866,585	2.50%	148,829	15.78%	508,056	62.83%
Redbook	927,420	11.87%	706	-15.25%	2,523,375	29.26%	516,118	32.85%	199,440	134.18%	1,807,817	22.27%
People	6,788,858	0.79%	643	-40.24%	2,521,120	-55.35%	1,970,548	-54.29%	160,547	-57.96%	390,025	-59.12%
Good Housekeeping	3,752,527	1.69%	605	-16.90%	2,293,273	21.08%	849,636	5.82%	159,675	51.19%	1,283,962	30.28%
Time	11,747,722	2.08%	755	-49.67%	2,144,387	-56.98%	1,521,189	-58.06%	186,042	-56.65%	437,156	-52.94%
Cosmopolitan	8,676,906	0.82%	878	-4.36%	2,072,737	-15.33%	1,415,387	-8.07%	280,190	-22.82%	377,160	-30.84%

Top 10 Media Brands in Terms of Engagement, February 2017 - Twitter

Publication	Followers	% Difference in Followers	Posts	% Difference in Posts	Total Engagement Activity	% Difference in Total Engagement Activity	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
Latina	151,077	0.55%	1,844	-32.21%	897,791	-83.87%	23,885	20.72%	396	1.28%	873,510	-84.25%
People	7,590,309	0.49%	3,136	9.84%	730,419	35.71%	476,599	26.87%	11,628	4.68%	242,192	59.93%
Essence	254,892	1.71%	2,095	-12.96%	691,769	-37.90%	124,058	-21.24%	2,372	-17.78%	565,339	-40.72%
The Economist	18,848,798	2.51%	2,973	1.78%	670,917	-6.12%	362,559	-7.21%	22,671	-2.15%	285,687	-5.02%
Time	13,120,000	2.41%	3,149	2.71%	655,477	-11.15%	405,913	-10.82%	24,752	-10.28%	224,812	-11.85%
Entertainment Weekly	6,109,329	1.16%	3,089	0.82%	621,943	19.51%	356,877	6.11%	7,788	-13.76%	257,278	46.97%
Esquire	401,133	1.00%	2,504	0.04%	572,516	404.84%	38,613	-22.39%	1,769	-16.56%	532,134	764.77%
Rolling Stone	5,698,435	1.41%	1,441	-0.28%	518,575	18.83%	353,000	18.88%	7,122	-5.52%	158,453	20.10%
Vogue	12,474,566	1.44%	2,782	-3.94%	517,832	-10.89%	389,080	-11.15%	4,958	-18.43%	123,794	-9.73%
GQ (Gentlemen's Quarterly)	1,026,926	5.20%	1,562	-5.79%	512,520	52.84%	115,217	-38.77%	2,658	-22.24%	394,645	174.55%

Top 10 Media Brands in Terms of Engagement, February 2017 - Instagram

Publication	Followers	% Difference in Followers	Posts	% Difference in Posts	Total Engagement Activity	% Difference in Total Engagement Activity	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
National Geographic	70,741,725	3.70%	234	5.41%	100,401,812	-1.72%	99,854,880	-1.67%	544,336	-10.15%	2,596	282.33%
National Geographic Traveler	15,474,009	3.41%	148	4.96%	25,872,681	-6.48%	25,758,775	-6.51%	104,960	-5.65%	8,946	1627.03%
People	2,854,324	4.42%	269	1.13%	6,022,976	3.55%	5,943,672	3.38%	78,408	17.29%	896	1891.11%
US Weekly	2,004,735	2.55%	253	-10.60%	3,249,679	-18.67%	3,218,221	-18.73%	30,882	-14.20%	576	274.03%
Food Network Magazine	4,025,142	6.45%	131	1090.91%	2,703,396	1287.81%	2,670,961	1282.15%	32,412	1992.45%	23	NA
Vanity Fair	2,687,775	5.17%	114	7.55%	2,521,379	2.80%	2,502,191	2.70%	16,385	1.68%	2,803	1976.30%
Teen Vogue	2,022,554	2.03%	100	156.25%	2,258,979	1086.11%	2,244,369	1083.90%	14,547	1595.45%	63	100.00%
Time	3,628,407	3.30%	99	30.26%	1,885,225	-9.35%	1,848,133	-9.45%	35,607	-5.12%	1,485	27.47%
Food & Wine	1,913,030	2.67%	129	16.22%	1,766,254	-1.95%	1,751,922	-1.85%	13,590	-16.02%	742	115.07%
Entertainment Weekly	688,145	4.09%	239	-12.77%	1,494,943	-16.28%	1,477,910	-16.35%	16,891	-5.67%	142	-81.84%

min Social Media Boxscores February 2017 - Facebook, Twitter and Instagram

Publication	Source	Followers	% Difference in Followers	Posts	% Difference in Posts	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
		February 2017		February 2017		February 2017		February 2017		February 2017	
AARP	Facebook	1,670,014	1.52%	47	-4.08%	101,837	-63.90%	5,045	-62.16%	27,512	-88.80%
	Twitter	111,377	1.29%	77	-25.96%	4,144	-24.64%	87	-57.14%	1,872	-54.02%
Allrecipes	Facebook	2,745,104	1.43%	363	-18.97%	303,132	-8.25%	14,404	-22.36%	392,325	5.57%
	Instagram	237,638	7.25%	30	1400.00%	37,887	1407.64%	617	895.16%	290	2316.67%
	Twitter	58,725	0.92%	114	70.15%	1,307	78.07%	36	176.92%	538	54.15%
Allure	Facebook	815,499	3.31%	734	-48.38%	276,396	-34.38%	31,270	9.39%	217,545	174.95%
	Instagram	394,970	3.41%	140	0.72%	227,249	-9.82%	3,573	13.28%	153	NA
	Twitter	469,551	0.94%	1,944	-1.97%	40,187	-2.50%	615	4.59%	85,198	-64.44%
American Photo	Facebook	43,381	0.13%	98	-7.55%	446	-38.74%	14	-54.84%	90	-26.83%
	Twitter	75,644	0.19%	17	13.33%	165	-12.23%	0	-100.00%	181	105.68%
Architectural Digest	Facebook	4,089,790	0.36%	563	-25.13%	643,989	-29.47%	7,591	-21.09%	51,947	-17.12%
	Instagram	1,540,182	4.23%	85	8.97%	1,032,825	3.38%	7,221	10.08%	742	827.50%
	Twitter	1,543,816	9.69%	394	-23.20%	26,967	-30.51%	296	-32.11%	8,744	-31.87%
Automobile	Facebook	1,134,644	0.13%	229	-12.93%	186,166	-7.37%	1,134	-30.30%	3,420	-28.76%
	Twitter	146,033	3.30%	135	-42.55%	1,324	-22.89%	34	-34.62%	557	-40.81%
Autoweek	Facebook	74,799	0.58%	420	-2.33%	9,431	-31.01%	839	-39.55%	954	-62.14%
	Instagram	7,180	0.17%	1	-98.00%	54	-98.18%	3	-94.00%	0	0.00%
	Twitter	133,498	0.77%	511	5.14%	2,507	-21.39%	165	6.45%	1,324	-48.58%
Backpacker	Facebook	423,773	1.24%	74	7.25%	44,242	41.67%	3,113	31.74%	14,237	1.01%
	Twitter	116,274	1.38%	69	6.15%	2,188	17.63%	61	0.00%	888	18.72%
Better Homes and Gardens	Facebook	3,955,844	0.29%	714	-50.28%	324,680	-37.21%	13,277	-39.39%	143,179	-12.79%
	Twitter	399,932	4.83%	1,741	-12.16%	16,756	-2.25%	159	-5.92%	8,833	-4.02%
Bicycling	Facebook	424,561	1.18%	626	-39.87%	59,432	-49.94%	3,370	-24.18%	13,084	-39.29%
	Twitter	149,533	0.37%	627	-5.86%	8,341	-6.63%	214	-0.93%	4,578	6.91%
Birds & Blooms	Facebook	861,688	0.25%	115	9.52%	325,027	1.83%	5,829	9.90%	45,423	-10.30%
	Instagram	6,913	3.92%	9	-47.06%	4,841	-48.60%	64	-64.04%	41	720.00%
	Twitter	15,192	0.47%	34	17.24%	374	-3.11%	10	0.00%	181	-1.09%
Bloomberg Businessweek	Facebook	2,380,808	1.92%	725	-5.97%	307,826	-7.81%	28,095	-22.94%	111,784	-6.46%
	Twitter	1,470,833	1.15%	641	-0.62%	9,655	17.27%	757	35.42%	8,925	20.06%
Boating	Facebook	161,717	1.53%	177	-4.32%	29,370	19.09%	1,245	61.06%	4,804	4.69%
	Twitter	31,909	0.99%	32	28.00%	154	40.00%	4	-33.33%	180	-31.03%
Bon Appetit	Facebook	1,722,162	3.43%	457	-21.07%	281,425	-8.20%	29,692	28.96%	162,147	-21.63%
	Twitter	2,015,217	6.96%	931	1.97%	82,221	5.67%	1,340	28.97%	28,096	10.92%
Brides	Facebook	2,218,185	0.09%	599	-19.38%	270,649	-17.68%	13,601	-22.90%	23,995	-19.15%
	Twitter	202,363	0.54%	386	-43.81%	4,078	-45.36%	55	-27.63%	1,758	-38.23%
Car and Driver	Facebook	2,247,813	0.17%	277	-10.65%	148,639	-13.07%	12,954	-45.98%	16,896	-35.87%
	Twitter	592,793	11.29%	171	-12.31%	6,721	7.19%	242	-2.42%	2,472	-6.33%
Car Craft	Facebook	1,538,362	-0.14%	97	-60.08%	29,560	-57.72%	1,516	31.94%	3,841	-49.19%
	Instagram	45,053	2.35%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
	Twitter	2,283	2.33%	3	200.00%	12	500.00%	0	0.00%	6	500.00%
Closer	Facebook	68,704	2.95%	629	-38.51%	5,622	-70.11%	567	-70.51%	681	-68.96%
	Instagram	36,820	22.72%	173	-2.81%	162,030	-7.05%	2,962	-37.43%	34	NA
	Twitter	3,561	0.82%	220	-32.52%	1,183	76.83%	24	84.62%	258	96.95%
Coastal Living	Facebook	62,240	2.76%	477	-0.21%	5,767	-9.35%	81	-22.12%	1,862	-7.78%
Conde Nast Traveler	Facebook	1,201,158	3.84%	556	-22.02%	934,466	0.44%	51,382	-12.54%	175,679	-10.60%
	Instagram	450,503	-60.68%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
	Twitter	2,086,987	5.46%	813	-16.87%	37,479	-17.71%	578	-20.60%	32,059	-76.80%
Consumer Reports	Facebook	779,365	4.28%	566	-19.83%	60,899	3.94%	7,586	-5.09%	55,084	47.28%
	Twitter	259,279	0.18%	670	-18.79%	2,745	-23.07%	111	-12.60%	2,221	-16.72%
Cooking Light	Facebook	6,409,640	0.45%	570	-12.71%	525,189	-27.73%	17,962	-15.33%	255,667	-23.20%
	Twitter	199,716	0.88%	492	-3.91%	9,379	-14.82%	100	-12.28%	3,655	-16.44%
Cosmopolitan	Facebook	8,676,906	0.82%	878	-4.36%	1,415,387	-8.07%	280,190	-22.82%	377,160	-30.84%
	Instagram	1,945,391	0.11%	9	-95.05%	155,219	-94.98%	6,702	-92.15%	423	-96.61%
	Twitter	1,609,268	0.40%	3,193	3.50%	181,174	27.00%	3,413	6.69%	78,366	74.79%
Country	Facebook	69,306	0.31%	38	-22.45%	1,827	-39.42%	47	-69.48%	1,052	-82.30%
Country Living	Facebook	4,090,598	1.87%	592	-15.43%	2,871,576	-2.30%	190,981	21.04%	1,545,746	39.95%
	Twitter	468,762	6.20%	815	-11.22%	11,972	-15.93%	181	-18.83%	5,478	-13.24%
Cruising World	Facebook	121,161	1.21%	99	43.48%	18,282	47.64%	628	18.94%	2,113	45.12%
	Twitter	6,779	1.01%	91	28.17%	254	-0.78%	2	-50.00%	192	2.67%
Cycle World	Facebook	547,309	0.25%	216	-18.49%	42,826	-31.90%	1,712	-37.68%	4,160	-34.20%
	Twitter	42,287	0.99%	418	-21.43%	4,120	-13.63%	91	-14.15%	4,795	-55.32%
Departures	Instagram	29,875	12.88%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
	Twitter	35,329	0.44%	171	-19.72%	394	-38.15%	6	-14.29%	159	-43.01%
Dirt Rider	Facebook	637,049	0.38%	113	-16.30%	114,356	-37.25%	2,310	-34.06%	4,956	-26.84%
	Instagram	153,076	1.66%	150	-4.46%	216,517	-11.16%	576	-48.15%	3	-76.92%
	Twitter	23,366	0.40%	121	-11.03%	462	-9.77%	7	-30.00%	171	-42.03%
DuPont Registry Auto	Facebook	6,544,902	1.04%	403	-22.35%	8,340,596	-9.24%	33,616	-11.92%	217,846	-17.81%
DuPont Registry Home	Facebook	336,453	0.25%	59	-14.49%	5,810	-17.62%	34	-33.33%	368	-18.58%
	Instagram	646,062	0.09%	111	-18.38%	686,851	-13.67%	2,893	-20.39%	146	3550.00%
Dwell	Facebook	819,660	2.46%	538	-30.04%	443,916	-55.97%	4,722	-46.02%	36,737	-40.40%
	Twitter	1,062,743	1.61%	147	58.06%	2,597	130.64%	64	45.45%	1,376	78.24%
EatingWell	Facebook	2,795,111	2.02%	228	-5.00%	275,311	-24.30%	19,588	20.97%	258,636	2.22%
	Twitter	120,949	3.67%	213	-6.17%	3,877	-10.73%	32	18.52%	1,769	-6.35%

Publication	Source	Followers	% Difference in Followers	Posts	% Difference in Posts	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
		February 2017		February 2017		February 2017		February 2017		February 2017	
Elle	Facebook	4,662,024	2.12%	734	-9.27%	1,465,309	-12.39%	70,032	-47.29%	446,445	-11.96%
	Instagram	2,379,662	0.25%	8	-93.60%	115,110	-93.63%	866	-92.27%	1	-99.00%
	Twitter	6,296,055	0.81%	3,261	5.84%	205,615	-4.26%	4,220	-1.19%	76,151	0.78%
Elle Decor	Facebook	3,440,402	0.67%	764	-13.77%	1,202,312	-16.18%	9,739	-6.45%	71,898	-26.90%
	Twitter	371,973	1.61%	291	-1.36%	3,399	-3.30%	54	-11.48%	1,901	2.20%
Entertainment Weekly	Facebook	4,125,384	1.56%	819	-5.21%	1,866,585	2.50%	148,829	15.78%	508,056	62.83%
	Instagram	688,145	4.09%	239	-12.77%	1,477,910	-16.35%	16,891	-5.67%	142	-81.84%
	Twitter	6,109,329	1.16%	3,089	0.82%	356,877	6.11%	7,788	-13.76%	257,278	46.97%
Entrepreneur	Facebook	3,241,144	0.82%	699	-47.40%	150,234	-49.96%	8,546	-21.31%	67,260	-51.02%
	Twitter	2,847,523	1.67%	2,050	-4.70%	107,752	-13.59%	1,272	-23.05%	73,646	-14.04%
Esquire	Facebook	1,109,206	1.46%	558	-27.15%	235,769	-33.00%	18,320	-67.89%	55,465	-79.53%
	Twitter	401,133	1.00%	2,504	0.04%	38,613	-22.39%	1,769	-16.56%	532,134	764.77%
Essence	Facebook	2,467,015	0.87%	814	-1.81%	1,605,818	-39.45%	48,163	-54.49%	269,024	-69.82%
	Instagram	1,106	2.50%	4	-42.86%	60	-41.18%	4	-55.56%	0	0.00%
	Twitter	254,892	1.71%	2,095	-12.96%	124,058	-21.24%	2,372	-17.78%	565,339	-40.72%
Family Circle	Facebook	845,394	-0.18%	62	-10.14%	9,876	-30.32%	1,029	64.38%	3,095	-45.97%
	Twitter	186,661	2.54%	53	-14.52%	190	-38.91%	4	-55.56%	109	-26.85%
FamilyFun	Facebook	597,943	0.00%	163	-7.39%	13,725	-41.55%	843	-26.31%	7,472	-52.02%
	Instagram	21,756	0.07%	9	-83.02%	927	-87.98%	27	-89.02%	0	-100.00%
	Twitter	65,013	0.25%	222	-9.02%	342	-3.93%	11	0.00%	2,819	301.00%
Field & Stream	Facebook	1,132,193	1.10%	379	-30.59%	230,733	-42.84%	17,094	-46.42%	79,948	-44.59%
	Twitter	92,768	0.68%	33	-8.33%	716	-22.51%	28	-33.33%	266	-40.49%
First for Women	Facebook	269,074	0.31%	395	-19.55%	30,779	-33.13%	2,150	-21.33%	1,473	-62.47%
	Twitter	2,810	1.96%	6	-57.14%	0	-100.00%	0	-100.00%	24	-70.00%
Fit Pregnancy	Facebook	847,124	0.55%	244	-6.15%	77,313	3.56%	4,860	28.64%	17,802	25.02%
	Instagram	146,217	4.24%	21	5.00%	24,823	21.84%	800	30.72%	376	29.66%
	Twitter	218,043	49.52%	119	-3.25%	1,361	27.79%	22	22.22%	514	3.01%
Fitness	Facebook	2,921,122	0.85%	644	-18.58%	563,817	-8.77%	25,750	16.00%	214,074	26.55%
	Twitter	1,009,625	2.51%	1,462	-14.20%	32,384	-11.16%	254	-20.13%	15,468	-11.70%
Flying	Facebook	318,954	0.38%	110	-12.00%	46,744	-8.91%	1,725	17.27%	7,089	-12.73%
	Twitter	50,360	1.02%	79	-10.23%	1,415	-8.12%	47	30.56%	873	-1.80%
Food & Wine	Facebook	2,033,305	1.34%	511	-16.50%	186,459	13.39%	31,648	61.57%	157,517	222.77%
	Instagram	1,913,030	2.67%	129	16.22%	1,751,922	-1.85%	13,590	-16.02%	742	115.07%
	Twitter	5,805,540	3.60%	920	-25.63%	64,700	-25.48%	1,892	-15.46%	24,519	-25.80%
Food Network Magazine	Facebook	14,260,353	7.00%	333	-16.33%	3,120,799	-34.95%	367,115	-53.44%	2,008,163	-52.12%
	Instagram	4,025,142	6.45%	131	1090.91%	2,670,961	1282.15%	32,412	1992.45%	23	NA
	Twitter	4,583,691	2.54%	220	-32.31%	32,214	-40.70%	693	-37.74%	12,648	-32.09%
Forbes	Facebook	4,376,644	4.32%	625	-32.36%	371,722	22.66%	25,517	-16.64%	172,172	70.71%
	Twitter	11,869,495	2.12%	1,784	-6.94%	204,148	-9.86%	9,260	-6.97%	143,244	-34.61%
Fortune	Facebook	1,416,571	1.09%	696	-42.48%	106,143	-55.74%	12,244	-44.50%	25,877	-55.67%
	Twitter	2,185,466	0.37%	3,140	5.83%	51,879	4.82%	4,819	3.99%	101,886	138.58%
Game & Fish	Facebook	196,081	-0.16%	149	136.51%	5,778	415.43%	435	275.00%	149	-49.49%
	Twitter	2,161	1.22%	163	162.90%	58	262.50%	0	0.00%	10	-83.61%
Glamour	Facebook	5,291,912	0.46%	604	-41.02%	531,183	-49.36%	28,291	-25.08%	40,110	-52.51%
	Instagram	1,378,424	1.61%	84	-26.96%	548,407	-25.29%	6,352	-31.06%	14	-65.00%
	Twitter	1,314,886	0.56%	1,428	-14.39%	55,954	-19.50%	864	-30.15%	41,409	-82.47%
Golf Digest	Facebook	432,281	1.47%	506	-16.23%	176,713	-18.55%	15,623	-7.42%	34,712	-16.16%
	Instagram	567,590	0.11%	5	-93.75%	47,743	-94.21%	1,826	-87.52%	133	-89.39%
	Twitter	652,043	3.36%	1,127	-3.26%	40,788	-9.93%	1,822	-3.19%	14,888	-55.68%
Golf Magazine	Facebook	254,657	1.08%	370	-9.09%	88,528	5.59%	7,414	18.89%	9,487	17.88%
	Twitter	238,017	2.22%	789	9.58%	14,524	15.07%	909	21.52%	24,686	66.93%
Good Housekeeping	Facebook	3,752,527	1.69%	605	-16.90%	849,636	5.82%	159,675	51.19%	1,283,962	30.28%
	Instagram	307,257	0.09%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
	Twitter	164,533	3.15%	937	-16.26%	3,992	-10.57%	99	-23.85%	1,825	-13.47%
GQ (Gentlemen's Quarterly)	Facebook	2,548,562	3.53%	472	-21.46%	540,889	-72.33%	61,892	-68.34%	427,620	-79.72%
	Instagram	3,449,534	4.69%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
	Twitter	1,026,926	5.20%	1,562	-5.79%	115,217	-38.77%	2,658	-22.24%	394,645	174.55%
GQ Style	Facebook	326,196	2.08%	35	16.67%	21,497	997.35%	2,140	2753.33%	12,555	4637.74%
	Instagram	133,675	9.28%	37	12.12%	77,572	74.58%	903	74.32%	81	575.00%
	Twitter	675,563	0.23%	275	22.22%	12,150	9.99%	161	-14.36%	13,328	74.86%
Guns & Ammo	Facebook	734,282	-0.09%	6	-33.33%	935	-33.07%	44	-50.00%	101	-36.08%
	Twitter	138,755	1.83%	40	17.65%	840	-23.50%	15	-28.57%	327	-28.13%
Harper's Bazaar	Facebook	3,535,183	1.38%	914	-56.93%	1,219,071	-64.72%	35,425	-60.69%	98,447	-86.26%
	Instagram	2,761,494	5.60%	109	3533.33%	1,200,287	6988.45%	9,748	6030.82%	732	NA
	Twitter	1,597,573	0.88%	1,338	-17.56%	52,653	7.59%	730	-15.12%	23,440	11.42%
Health	Facebook	370	3.64%	2	100.00%	6	-50.00%	3	50.00%	0	0.00%
	Twitter	3,315,138	0.63%	1,251	-18.66%	26,461	-22.05%	277	-32.11%	13,322	-22.17%
HGTV Magazine	Facebook	6,136,836	2.61%	352	-5.63%	1,047,113	-4.43%	70,311	-7.82%	621,621	15.08%
	Twitter	1,139,005	6.14%	231	-4.55%	29,880	-20.46%	745	-8.92%	5,296	-29.76%
Hot Rod	Facebook	3,614,441	0.06%	197	-39.94%	299,367	-16.98%	23,143	65.40%	98,110	128.46%
	Instagram	436,101	0.29%	17	NA	70,423	NA	543	NA	3	NA
	Twitter	81,920	0.99%	5	0.00%	346	260.42%	9	NA	125	525.00%
House Beautiful	Facebook	7,068,135	0.18%	581	-28.62%	1,091,012	-28.88%	30,845	-14.49%	187,237	-17.26%
	Twitter	453,411	2.63%	229	-5.37%	3,147	-9.15%	73	10.61%	1,312	-24.86%
In Touch	Facebook	2,488,704	-0.15%	702	-39.85%	135,111	-53.39%	18,069	9.17%	7,108	-33.63%
	Instagram	139,088	3.41%	114	-1.72%	47,659	0.70%	1,566	22.54%	10	-9.09%
	Twitter	240,245	2.35%	145	-40.82%	1,240	7.08%	82	-4.65%	291	28.19%

Publication	Source	Followers	% Difference in Followers	Posts	% Difference in Posts	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
		February 2017		February 2017		February 2017		February 2017		February 2017	
In-Fisherman	Facebook	137,228	0.26%	15	-6.25%	2,208	91.83%	109	62.69%	671	143.12%
	Twitter	5,246	0.61%	18	5.88%	33	-2.94%	0	-100.00%	12	9.09%
InStyle	Facebook	4,780,200	-0.08%	834	0.00%	265,222	5.80%	11,071	43.13%	30,851	62.03%
	Instagram	1,645,363	1.66%	203	-1.93%	1,217,655	-26.21%	10,472	-52.52%	109	-61.07%
	Twitter	4,424,446	0.59%	2,334	-16.97%	71,567	-9.04%	1,314	-4.92%	38,751	41.11%
Islands	Facebook	666,436	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Twitter	17,406	0.57%	197	-1.50%	941	2.06%	13	8.33%	415	6.68%
J-14	Facebook	6,033,210	-0.03%	579	-16.69%	1,056,449	-30.58%	23,462	29.44%	13,925	-31.51%
	Instagram	250,671	0.34%	51	0.00%	74,963	-6.57%	433	-50.23%	12	-65.71%
	Twitter	304,414	-0.14%	294	-7.55%	18,428	-10.36%	207	-13.39%	7,275	-73.61%
Latina	Facebook	974,547	0.18%	609	-24.72%	163,805	-35.64%	11,178	-11.25%	26,959	-40.05%
	Instagram	268,621	1.63%	229	-11.58%	471,230	-36.74%	5,966	-29.75%	113	413.64%
	Twitter	151,077	0.55%	1,844	-32.21%	23,885	20.72%	396	1.28%	873,510	-84.25%
Life & Style	Facebook	4,063,931	-0.16%	708	-43.50%	464,363	-53.39%	18,955	-29.55%	8,415	-52.71%
	Instagram	124,335	4.29%	105	-5.41%	47,668	-23.72%	2,513	-25.12%	2	-97.50%
	Twitter	223,284	2.98%	228	-35.41%	1,124	-66.04%	42	-36.36%	434	-53.98%
M-Magazine	Facebook	3,699,246	-0.26%	370	-18.50%	542,024	-30.43%	20,632	344.56%	7,782	-20.49%
	Instagram	260,081	0.05%	34	-8.11%	60,143	-11.65%	229	-35.85%	2	NA
	Twitter	177,337	-0.09%	345	-4.17%	22,389	-36.02%	197	-33.22%	10,207	-1.21%
Marie Claire	Facebook	3,068,612	2.45%	732	-9.63%	805,607	16.57%	58,649	123.05%	227,134	243.95%
	Instagram	913,891	0.05%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
	Twitter	2,238,015	0.42%	1,813	-8.85%	52,006	16.57%	1,173	13.11%	29,221	36.14%
Marlin	Facebook	144,874	0.68%	180	-13.46%	34,336	-15.83%	858	25.26%	2,462	-23.73%
	Twitter	3,922	0.18%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Martha Stewart Living	Facebook	2,240,751	0.51%	548	-29.20%	299,367	-27.83%	11,390	-16.93%	86,189	-23.41%
	Twitter	366,669	7.83%	309	164.10%	3,954	108.65%	67	81.08%	2,710	332.91%
Men's Fitness	Facebook	3,161,598	0.07%	573	-33.76%	167,771	-61.51%	3,523	-55.21%	24,666	-42.57%
	Instagram	152,811	5.94%	17	-58.54%	13,286	-54.72%	223	-60.74%	53	43.24%
	Twitter	806,433	4.99%	832	-8.27%	45,905	-8.15%	279	-0.71%	17,093	-8.37%
Men's Health	Facebook	8,453,931	1.27%	749	-51.71%	970,576	-43.92%	56,274	-32.78%	259,796	-46.31%
	Instagram	837,396	1.59%	77	-16.30%	198,097	-25.65%	3,262	-34.15%	82	134.29%
	Twitter	3,908,007	1.96%	1,268	-11.70%	80,648	-10.11%	1,479	2.28%	21,548	-17.01%
Men's Journal	Facebook	428,201	0.93%	383	-19.20%	26,724	-9.01%	2,119	24.79%	6,771	10.66%
	Instagram	35,939	5.45%	2	-80.00%	252	-81.88%	32	-50.00%	0	-100.00%
	Twitter	71,494	1.24%	186	-15.07%	1,198	-19.11%	34	47.83%	511	-4.84%
Midwest Living	Facebook	196,425	0.05%	44	0.00%	7,464	-4.32%	770	95.43%	1,480	-4.64%
	Instagram	38,265	2.00%	37	-21.28%	31,538	-13.41%	483	3.43%	277	15.42%
	Twitter	11,817	0.38%	58	23.40%	240	-45.08%	5	-16.67%	268	65.43%
Money	Facebook	935,942	1.92%	589	-15.01%	77,552	-7.89%	5,664	-6.10%	31,274	-17.60%
	Twitter	356,481	0.66%	1,931	-2.67%	16,051	-24.75%	862	-5.90%	12,740	-16.12%
Mother Earth News	Facebook	2,518,539	0.00%	114	-10.24%	79,271	-23.43%	3,283	-21.21%	21,244	-31.17%
	Twitter	66,921	0.49%	90	8900.00%	1,213	7986.67%	23	NA	602	14950.00%
Motor Trend	Facebook	3,132,111	0.05%	224	-16.10%	401,489	8.56%	9,967	-31.02%	15,875	-28.22%
	Twitter	470,621	3.65%	433	73.90%	8,190	31.21%	425	55.11%	41,720	672.02%
Motorcyclist	Facebook	1,049,941	0.37%	213	-16.14%	134,499	-12.68%	2,780	-27.34%	10,386	-24.03%
	Twitter	14,589	2.51%	198	3.13%	1,797	8.19%	31	-54.41%	583	19.96%
Muscle & Fitness	Facebook	7,145,148	-0.07%	609	-40.99%	970,213	-41.30%	8,492	-59.87%	41,313	-41.84%
	Twitter	755,145	3.25%	801	-9.90%	42,587	-18.01%	295	-23.18%	14,030	-12.10%
National Enquirer	Facebook	43,148	0.25%	235	7.80%	724	7.26%	819	51.39%	561	2571.43%
	Twitter	16,636	0.06%	239	22.56%	456	-32.44%	190	39.71%	492	-0.61%
National Geographic	Facebook	43,613,360	0.63%	298	-10.24%	4,744,993	-18.61%	151,854	-29.83%	880,704	-31.54%
	Instagram	70,741,725	3.70%	234	5.41%	99,854,880	-1.67%	544,336	-10.15%	2,596	282.33%
	Twitter	15,822,342	3.46%	358	-5.79%	281,803	-10.79%	3,424	17.74%	116,364	-20.06%
National Geographic Kids	Facebook	2,980,866	0.48%	98	-7.55%	51,391	-5.89%	953	-38.52%	1,975	-16.03%
	Twitter	43,496	2.65%	71	26.79%	466	60.14%	7	-12.50%	351	62.50%
National Geographic Traveler	Facebook	4,010,385	2.95%	223	-3.88%	361,768	14.25%	52,521	306.35%	228,032	107.70%
	Instagram	15,474,009	3.41%	148	4.96%	25,758,775	-6.51%	104,960	-5.65%	8,946	1627.03%
	Twitter	4,204,487	8.95%	338	-2.59%	53,574	-25.26%	609	-8.42%	19,922	-28.85%
New York Magazine	Facebook	3,388,306	2.97%	903	25.94%	334,475	-37.77%	35,084	-14.63%	114,306	-12.74%
	Twitter	1,477,105	1.75%	2,182	-4.80%	101,493	-17.16%	6,252	-7.95%	62,099	-29.99%
Nylon	Facebook	1,885,326	0.08%	605	-27.80%	217,133	-35.06%	16,599	-31.90%	25,062	-37.14%
	Instagram	1,128,770	1.40%	177	27.34%	544,820	-4.25%	4,921	-7.90%	199	10.56%
	Twitter	1,145,115	5.10%	710	-1.53%	61,995	-15.50%	507	4.97%	21,913	-11.39%
Nylon Guys	Facebook	93,498	0.09%	31	N/A	529	N/A	14	N/A	55	N/A
	Instagram	62,536	1.87%	45	181.25%	10,223	322.96%	205	425.64%	1	N/A
	Twitter	17,764	-0.13%	28	2700.00%	831	N/A	4	N/A	334	16600.00%
O, The Oprah Magazine	Facebook	1,039,594	0.66%	301	-0.33%	80,455	-19.58%	3,726	-15.53%	23,803	-23.69%
	Twitter	469,132	0.15%	331	4.42%	4,337	-13.40%	124	-3.13%	5,535	-47.12%
OK!	Facebook	1,728,380	0.04%	358	-15.96%	54,396	-44.61%	5,400	-38.11%	2,645	-50.19%
	Instagram	145,158	0.61%	36	80.00%	16,057	33.73%	261	107.14%	20	566.67%
	Twitter	494,312	1.95%	390	-16.13%	2,378	-63.80%	250	-1.96%	911	-89.06%
Outdoor Life	Facebook	471,917	2.01%	361	-21.52%	111,986	-21.31%	5,509	-46.62%	35,222	-42.19%
	Twitter	89,228	0.60%	31	-6.06%	335	-6.94%	6	200.00%	131	-12.67%
Outside	Facebook	662,824	1.04%	388	-7.18%	174,184	-0.45%	11,574	-20.16%	43,975	2.88%
	Instagram	767,389	2.16%	21	-4.55%	186,666	28.24%	2,052	62.73%	273	6725.00%
	Twitter	267,272	0.50%	821	-14.66%	17,108	-16.21%	393	-26.54%	20,228	-79.19%

Publication	Source	Followers	% Difference in Followers	Posts	% Difference in Posts	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
		February 2017		February 2017		February 2017		February 2017		February 2017	
Parents	Facebook	1,616,309	0.13%	329	-13.87%	156,884	-12.88%	13,628	8.61%	54,902	21.25%
	Twitter	4,120,599	2.13%	207	-17.20%	4,765	-30.07%	116	-35.56%	2,064	-21.61%
People	Facebook	6,788,858	0.79%	643	-40.24%	1,970,548	-54.29%	160,547	-57.96%	390,025	-59.12%
	Instagram	2,854,324	4.42%	269	1.13%	5,943,672	3.38%	78,408	17.29%	896	1891.11%
	Twitter	7,590,309	0.49%	3,136	9.84%	476,599	26.87%	11,628	4.68%	242,192	59.93%
People en Español	Facebook	4,224,686	0.25%	744	-44.02%	1,186,451	-54.32%	37,924	-57.48%	29,580	-61.73%
	Instagram	1,659,729	2.23%	163	-24.54%	626,475	-39.36%	7,855	-49.16%	1,526	6534.78%
	Twitter	1,386,347	0.06%	1,181	-2.15%	34,529	-13.99%	1,149	-15.08%	15,855	-6.44%
People StyleWatch	Instagram	241,647	1.65%	32	39.13%	44,891	20.37%	553	23.16%	10	150.00%
	Twitter	5,515	0.20%	1	-96.67%	7	-95.76%	0	-100.00%	1	-99.28%
Playboy	Facebook	16,953,294	0.02%	427	-18.51%	416,340	-3.71%	19,272	40.11%	34,921	64.57%
	Instagram	5,774,493	0.11%	8	-93.04%	326,598	-91.58%	1,026	-91.86%	46	-74.44%
	Twitter	1,206,865	1.06%	382	19.38%	36,233	74.39%	877	15.85%	121,014	2610.28%
Popular Mechanics	Facebook	407,618	2.87%	554	-22.52%	64,837	-7.90%	7,476	-7.35%	43,068	7.15%
	Twitter	200,446	0.63%	914	-12.37%	13,266	-3.64%	553	-1.60%	49,838	238.67%
Popular Photography	Facebook	693,137	0.48%	103	-18.90%	16,911	-12.79%	758	1.74%	3,482	-18.93%
	Twitter	359,290	6.57%	37	-7.50%	383	-29.98%	13	-18.75%	131	-43.53%
Popular Science	Facebook	3,463,570	0.61%	586	-21.76%	292,584	-34.93%	14,471	-31.32%	84,761	-25.49%
	Twitter	1,100,370	0.69%	1,575	2.14%	66,664	0.90%	2,709	-8.60%	45,015	14.35%
Prevention	Facebook	2,241,072	0.72%	603	-41.23%	161,783	-53.43%	5,428	-51.23%	73,578	-40.93%
	Instagram	42,500	0.10%	1	-91.67%	102	-95.40%	0	-100.00%	0	-100.00%
	Twitter	373,618	3.43%	658	-13.19%	11,593	-5.92%	69	-28.87%	5,514	-8.42%
Rachael Ray Every Day	Facebook	723,930	0.10%	139	-13.13%	23,019	-30.48%	377	-81.01%	3,404	-39.44%
	Twitter	66,072	0.31%	143	-7.14%	798	-28.43%	36	20.00%	180	11.80%
Reader's Digest	Facebook	3,025,296	0.30%	554	-28.15%	182,295	-38.63%	4,775	-29.58%	56,615	-34.28%
	Instagram	143,880	0.24%	2	0.00%	728	-63.64%	10	-1200.00%	1	0.00%
	Twitter	98,453	0.92%	623	-8.92%	4,716	-0.92%	60	7.14%	2,616	7.43%
Real Simple	Facebook	3,631,620	0.78%	637	-22.60%	191,098	-14.58%	20,791	-26.73%	114,046	-27.24%
	Instagram	365	-0.27%	3	50.00%	49	32.43%	10	400.00%	0	0.00%
	Twitter	1,466,155	-0.10%	605	55.13%	5,957	21.80%	121	13.08%	2,602	26.07%
Redbook	Facebook	927,420	11.87%	706	-15.25%	516,118	32.85%	199,440	134.18%	1,807,817	22.27%
	Twitter	61,458	0.12%	1,394	-18.76%	2,319	6.72%	67	116.13%	847	-9.51%
Reminisce	Facebook	65,488	0.30%	5	25.00%	343	-59.41%	18	-71.88%	43	-85.62%
Road & Track	Facebook	1,693,029	0.20%	442	-13.16%	658,875	-17.92%	25,238	-9.30%	69,482	-15.82%
	Twitter	426,542	5.59%	657	-24.05%	16,038	-22.71%	406	-19.28%	5,050	-18.21%
Rolling Stone	Facebook	4,973,763	0.64%	530	1.15%	1,031,176	-14.17%	66,849	-17.98%	251,682	-15.15%
	Instagram	2,477,174	2.27%	50	-5.66%	920,325	-18.99%	8,809	-26.32%	2,710	1024.48%
	Twitter	5,698,435	1.41%	1,441	-0.28%	353,000	18.88%	7,122	-5.52%	158,453	20.10%
Runner's World	Facebook	1,865,276	0.47%	633	-15.71%	283,779	-4.39%	11,931	-9.99%	64,415	-0.26%
	Instagram	451,249	6.67%	55	0.00%	257,082	1139.07%	3,581	1889.44%	2,795	NA
	Twitter	1,604,868	2.89%	944	-9.75%	50,814	-19.50%	633	-24.73%	18,608	-8.68%
Sailing World	Facebook	189,600	0.79%	99	13.79%	20,694	54.87%	522	113.93%	4,072	128.38%
	Twitter	34,418	0.80%	54	8.00%	267	31.53%	2	-33.33%	376	-17.54%
SaltWater Sportsman	Facebook	181,744	0.81%	172	-15.69%	22,119	6.84%	429	15.95%	2,346	-2.41%
	Twitter	5,588	2.31%	2	0.00%	2	0.00%	0	0.00%	0	-100.00%
Saveur	Facebook	513,292	1.12%	355	-10.35%	51,845	-12.01%	3,922	6.98%	20,937	-9.79%
	Twitter	657,006	0.65%	498	-4.41%	9,545	-14.88%	182	-7.14%	3,468	-22.86%
Scientific American	Facebook	2,840,993	1.09%	340	-24.61%	310,380	-39.32%	19,266	-15.03%	230,274	-15.92%
	Twitter	2,222,089	6.26%	452	-18.41%	64,513	-10.72%	2,635	-13.04%	47,996	-14.04%
Scuba Diving	Facebook	314,233	0.74%	207	-15.51%	44,277	-10.56%	1,382	-5.28%	7,527	-1.43%
	Twitter	44,886	0.98%	87	0.00%	1,009	7.23%	10	-28.57%	765	22.40%
Self	Facebook	1,669,547	1.25%	644	-18.58%	201,608	-36.61%	24,176	-68.40%	82,861	-49.82%
	Instagram	509,181	0.18%	6	-93.10%	18,871	-94.31%	599	-90.93%	0	0.00%
	Twitter	476,215	0.79%	1,154	1.05%	20,096	-2.67%	320	24.51%	7,321	-8.20%
Ser Padres	Facebook	520,705	0.47%	266	5.98%	17,292	18.09%	1,041	99.43%	15,825	63.33%
	Instagram	44,094	1.18%	24	-11.11%	2,872	-14.27%	83	80.43%	0	-100.00%
	Twitter	29,091	0.82%	246	-13.07%	141	-30.20%	1	NA	58	-42.00%
Seventeen	Facebook	5,264,183	0.37%	664	-41.19%	896,886	-43.04%	71,294	-48.34%	155,314	-39.70%
	Instagram	1,029,203	0.67%	74	-22.11%	904,765	-32.32%	7,764	-52.36%	0	-100.00%
	Twitter	1,203,422	3.50%	1,765	-16.11%	114,050	-10.48%	912	-12.22%	32,419	3.14%
Shape	Facebook	2,787,768	0.20%	679	-53.20%	178,306	-13.48%	12,644	-2.44%	96,805	19.43%
	Twitter	569,648	0.76%	1,811	-11.62%	18,967	-24.04%	208	-23.53%	5,546	-22.96%
Siempre Mujer	Facebook	2,187,323	0.81%	331	-9.56%	785,492	26.59%	11,968	15.95%	170,229	12.45%
	Instagram	74,327	2.11%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
	Twitter	13,190	0.21%	357	-7.03%	180	24.14%	25	1150.00%	162	-99.90%
Sierra Magazine	Facebook	8,304	3.41%	46	-14.81%	1,411	-29.45%	102	-0.97%	793	-53.38%
	Twitter	70,954	0.34%	524	-12.23%	3,523	-16.44%	117	11.43%	19,448	-32.18%
Ski Magazine	Facebook	95,379	1.48%	85	-22.73%	10,700	-14.63%	531	-21.10%	1,172	-58.80%
	Instagram	57,842	0.31%	2	-90.48%	2,743	-87.89%	20	-87.34%	15	-89.80%
	Twitter	53,284	0.45%	20	-61.54%	201	-40.36%	6	-25.00%	117	-67.86%
Smithsonian	Facebook	918,032	3.20%	458	-11.07%	278,668	-7.73%	10,162	-35.45%	121,773	-9.33%
	Instagram	75,156	2.51%	62	-31.11%	26,813	-17.81%	382	9.77%	323	284.52%
	Twitter	191,036	1.88%	1,386	-2.87%	29,755	-0.46%	662	-13.58%	22,630	-7.34%
Soap Opera Digest	Facebook	530,899	0.17%	107	-3.60%	74,012	46.04%	5,794	19.71%	7,929	43.85%
	Twitter	118,677	0.34%	122	-6.87%	8,177	16.88%	517	5.08%	2,535	-18.46%
Southern Living	Facebook	2,661,573	1.31%	651	-47.46%	459,598	-25.64%	25,103	-23.98%	443,566	88.66%
	Twitter	446,590	21.10%	466	16.50%	13,456	8.94%	236	21.03%	4,361	-3.43%
Sport Diver	Facebook	174,348	1.05%	145	-16.67%	35,769	-10.23%	1,144	25.44%	8,044	13.26%
	Twitter	26,359	0.98%	102	-7.27%	934	-10.45%	24	71.43%	573	11.48%

Publication	Source	Followers	% Difference in Followers	Posts	% Difference in Posts	Favorites	% Difference in Favorites	Replies	% Difference in Replies	Shares	% Difference in Shares
		February 2017		February 2017		February 2017		February 2017		February 2017	
Sport Fishing	Facebook	329,289	0.58%	323	17.88%	78,806	6.55%	2,971	8.99%	5,934	24.14%
	Twitter	10,709	3.43%	14	366.67%	100	669.23%	1	-85.71%	148	270.00%
Sports Illustrated	Facebook	2,785,451	0.53%	682	-47.38%	219,856	-54.30%	22,875	-47.61%	38,897	-43.92%
	Instagram	981,303	2.83%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
	Twitter	1,621,573	0.55%	3,013	-8.61%	217,382	115.85%	6,977	21.66%	183,518	21.28%
Star	Facebook	718,242	0.11%	358	-22.84%	19,971	-27.91%	3,962	-42.40%	1,529	-33.75%
	Twitter	93,302	0.08%	389	-31.87%	767	-10.29%	54	-48.08%	208	-46.11%
Street Rodder	Facebook	1,999,626	-0.03%	182	-11.65%	139,422	37.15%	11,803	-3.92%	26,067	17.75%
Sunset	Facebook	370,151	2.17%	362	-12.98%	32,531	15.97%	2,982	54.51%	15,488	49.01%
	Twitter	69,279	0.23%	331	-0.60%	1,795	-15.13%	31	0.00%	755	-8.26%
Taste of Home	Facebook	5,504,044	1.97%	365	-11.84%	749,431	-34.20%	20,762	-24.68%	970,981	-30.99%
	Instagram	429,609	2.37%	35	2.94%	59,761	-3.91%	485	-19.44%	47	-95.77%
	Twitter	28,233	0.91%	259	44.69%	2,532	35.76%	37	54.17%	909	-19.70%
Teen Vogue	Facebook	5,882,435	0.85%	863	-59.25%	1,609,263	-58.43%	30,158	-59.74%	92,128	-45.55%
	Instagram	2,022,554	2.03%	100	156.25%	2,244,369	1083.90%	14,547	1595.45%	63	100.00%
	Twitter	3,169,445	6.38%	877	0.92%	283,713	13.91%	3,490	-8.78%	223,763	-9.97%
Texas Monthly	Facebook	226,509	1.16%	111	-12.60%	30,716	4.10%	3,710	1.67%	9,116	50.65%
	Instagram	87,087	0.53%	2	-85.71%	1,064	-92.87%	18	-94.87%	0	-100.00%
	Twitter	160,708	1.40%	163	7.24%	2,298	-6.20%	130	-37.50%	8,399	111.83%
The Atlantic	Facebook	1,999,027	3.89%	733	-49.17%	536,939	-58.80%	43,842	-53.06%	260,101	-52.90%
	Twitter	1,487,218	2.23%	2,336	-12.67%	97,005	-1.59%	7,511	-11.72%	126,970	-26.87%
The Economist	Facebook	7,789,180	1.56%	742	-35.08%	656,399	-28.96%	34,407	-40.63%	211,159	-21.30%
	Instagram	881,935	4.38%	136	-13.38%	818,888	-24.10%	7,342	-20.92%	19,470	246.44%
	Twitter	18,848,798	2.51%	2,973	1.78%	362,559	-7.21%	22,671	-2.15%	285,687	-5.02%
The Family Handyman	Facebook	752,003	0.90%	158	-21.39%	45,655	-37.71%	1,728	-27.12%	29,632	-37.87%
	Twitter	16,687	1.02%	130	-19.75%	1,388	-21.09%	7	-36.36%	382	-12.18%
The New Yorker	Facebook	3,815,371	3.73%	719	-48.53%	893,603	-49.08%	48,856	-37.39%	333,699	-54.91%
	Twitter	7,411,768	1.71%	1,415	-8.35%	299,526	-8.14%	11,433	-6.59%	179,484	-9.24%
This Old House	Facebook	698,932	0.60%	252	-9.68%	77,534	-21.62%	4,586	22.23%	11,442	-45.17%
	Instagram	54,791	6.64%	35	1066.67%	28,269	2020.71%	384	3100.00%	2	-83.33%
	Twitter	168,739	4.21%	349	-10.51%	5,193	-11.19%	170	-2.86%	1,815	-5.27%
Time	Facebook	11,747,722	2.08%	755	-49.67%	1,521,189	-58.06%	186,042	-56.65%	437,156	-52.94%
	Instagram	3,628,407	3.30%	99	30.26%	1,848,133	-9.45%	35,607	-5.12%	1,485	27.47%
	Twitter	13,120,000	2.41%	3,149	2.71%	405,913	-10.82%	24,752	-10.28%	224,812	-11.85%
Town & Country	Facebook	259,160	2.82%	590	-34.30%	70,533	-38.01%	5,016	-39.35%	27,906	-12.95%
	Twitter	311,952	2.96%	910	-18.53%	5,286	-26.27%	205	-30.51%	3,821	9.27%
Traditional Home	Facebook	1,966,667	0.02%	124	-4.62%	149,003	-45.40%	2,235	-29.65%	9,045	-49.59%
	Twitter	165,079	5.19%	382	-15.11%	2,805	-28.97%	30	-40.00%	1,790	-41.75%
Travel + Leisure	Facebook	2,408,965	1.21%	673	-40.18%	444,594	-39.17%	35,375	-24.41%	98,782	-36.03%
	Instagram	2,509,367	3.15%	42	16.67%	1,205,826	3.96%	20,549	26.49%	1,993	46.11%
	Twitter	3,203,096	3.07%	1,451	-10.21%	78,250	-0.54%	1,128	-6.78%	37,610	3.95%
Twist	Facebook	3,697,556	-0.36%	359	-19.51%	320,854	-32.86%	23,087	475.02%	3,346	-22.65%
	Instagram	52,086	2.68%	66	3.13%	32,278	17.69%	277	8.20%	0	0.00%
	Twitter	214,056	-0.26%	562	14.69%	41,271	34.18%	433	9.62%	158,556	1493.21%
US Weekly	Facebook	3,641,869	0.10%	574	-25.65%	884,428	-38.16%	84,176	-25.18%	81,439	-17.90%
	Instagram	2,004,735	2.55%	253	-10.60%	3,218,221	-18.73%	30,882	-14.20%	576	274.03%
	Twitter	2,157,220	0.76%	2,984	-3.43%	176,754	3.24%	6,548	-13.33%	312,425	504.57%
Vanity Fair	Facebook	2,804,124	2.39%	601	-45.76%	448,633	-61.54%	34,898	-57.41%	79,736	-65.54%
	Instagram	2,687,775	5.17%	114	7.55%	2,502,191	2.70%	16,385	1.68%	2,803	1976.30%
	Twitter	4,444,577	1.00%	1,539	3.57%	199,823	-17.73%	6,416	-17.36%	86,290	-31.98%
Vegetarian Times	Facebook	2,033,521	0.14%	120	11.11%	58,163	-2.91%	1,182	-47.75%	13,112	13.17%
	Twitter	113,356	0.41%	139	33.65%	2,277	-8.37%	23	-28.13%	1,172	11.83%
Veranda	Facebook	1,596,482	0.28%	273	6.64%	108,739	41.09%	2,537	53.57%	12,235	9.29%
	Twitter	114,201	2.93%	263	-17.03%	831	-16.73%	14	16.67%	360	-36.06%
Vogue	Facebook	8,370,513	0.58%	865	-50.26%	1,239,215	-25.48%	20,514	-39.08%	55,083	-8.40%
	Instagram	14,291,886	0.28%	10	-89.36%	852,335	-88.39%	3,919	-88.99%	486	-46.42%
	Twitter	12,474,566	1.44%	2,782	-3.94%	389,080	-11.15%	4,958	-18.43%	123,794	-9.73%
W	Facebook	1,618,690	1.72%	857	1.06%	554,547	-9.16%	8,389	-44.41%	47,297	-48.15%
	Instagram	2,503,645	2.56%	113	-2.59%	1,258,908	-5.26%	9,595	-9.74%	0	-100.00%
	Twitter	1,412,514	0.63%	2,855	-5.74%	74,438	-4.57%	1,182	-27.84%	38,123	9.01%
Wired	Facebook	2,353,738	1.82%	423	-28.43%	351,900	-8.50%	19,514	-14.53%	132,852	23.86%
	Twitter	8,099,481	2.57%	1,002	-21.53%	125,565	-17.06%	4,956	-24.69%	90,441	-10.89%
Woman's Day	Facebook	2,391,813	1.47%	510	325.00%	1,372,167	477.61%	87,426	948.52%	406,288	317.94%
	Twitter	191,947	1.95%	477	0.21%	1,652	-6.88%	60	87.50%	1,380	15.00%
Woman's World	Facebook	90,472	1.23%	384	-16.88%	35,199	4.56%	2,438	-7.76%	1,784	-61.16%
Women's Health	Facebook	8,077,248	0.73%	763	-51.49%	440,173	-56.12%	15,187	-45.53%	113,063	-43.52%
	Instagram	904,006	2.52%	49	NA	178,460	NA	2,462	NA	1	NA
	Twitter	4,386,187	0.72%	1,306	-16.12%	42,761	-14.41%	810	-21.36%	16,426	-17.87%
Working Mother	Facebook	196,933	0.36%	266	33.67%	24,044	28.13%	1,805	18.67%	5,272	12.91%
	Twitter	89,519	2.93%	132	17.86%	244	-36.13%	9	50.00%	370	-99.70%
Yachting	Facebook	239,876	0.54%	147	-8.13%	29,843	2.07%	375	25.84%	2,425	59.96%
	Twitter	26,669	0.82%	62	-21.52%	510	7.37%	4	100.00%	293	-20.81%
Yankee	Facebook	127,648	1.65%	62	-15.07%	49,234	8.87%	4,778	14.22%	19,210	-4.21%
	Instagram	41,121	3.25%	13	-45.83%	22,479	-39.14%	236	-36.90%	0	-100.00%
	Twitter	13,382	0.40%	56	3.70%	462	12.14%	11	10.00%	178	28.99%
Yoga Journal	Facebook	2,234,371	0.26%	189	-5.97%	212,353	-6.18%	3,389	-50.49%	46,407	-9.25%
	Instagram	557,017	2.46%	36	0.00%	117,994	26.28%	1,382	10.91%	55	-93.97%
	Twitter	698,866	14.93%	138	6.15%	10,161	-15.09%	97	-18.49%	3,939	-19.32%

'25 Most Influential Women' Attendance Numbers Soar

Last year, the weeknd-long franchise reached a 300% increase in attendees.

Time Inc.'s *People en Español* celebrated its '25 Most Influential Women' this past Friday on March 24 in Miami with an awards luncheon. The brand recognized some of the nation's most accomplished Hispanic women in entertainment, business, entrepreneurship and activism. The following day, *People en Español* presented the interactive 'Poderosas Live,' a free day-long event for women.

The magazine revealed early last week which women were being honored as the 'Most Influential.' The list includes *Hamilton* creator Lin Manuel-Miranda's mother, Luz Towns-Miranda (pictured), as well as Gaby Espino, Lele Pons, Maria Elena Salinas, Michelle Freyre and Jessica Dominguez, among many others.

Introduced in 2015, the 'Poderosas Live' panels and workshops have continued to be a success for the brand. Last year, the brand saw a 300% increase in consumer attendance. This year, over 1,500 people registered, which provided a tripling of workshops.

"This time, we aligned our Poderosas events with Women's History Month to celebrate the achievements of Hispanic women in a variety of spheres," a *People en Español* spokesperson tells *min*. "Our weekend of empowerment provides real women the inspiration, resources and tools they need to achieve their dreams."

Sponsors included **LinkedIn**, **Univision Communications**, Time Inc., **Macy's**, and **Neutrogena**. Several featured on-site activations, panel discussions and workshop tracks during 'Poderosas Live' all geared towards inspiring Latina women to "power up as they seek new career heights," according to the brand.

"We connect our event sponsors to not only our programming, but to our audience and the emerging strength of Hispanic women who are the driving force in making the all of the purchasing decisions in their homes—from auto to travel."

People en Español also revealed to *min* that partnerships were quadrupled this year in order to provide more resources. Some of the partnerships this year were with CODELLA, South Florida Hispanic Chamber of Commerce, Las Comadres, Propanica and the Hispanic Public Relations Association.



Time Inc. Introduces Real Simple Clean Product Line

12 eco-responsible retail products were included in the rollout.

Real Simple Clean, a cleaning line introduced by the **Time Inc.** brand hit the market recently. **Lab Clean, Inc.**, a manufacturer and distributor of eco-responsible home and automotive care products is the manufacturer and acting partner. The company declined to comment on terms of the partnership.

The line of 12 products includes cleaners for washing machines, leather furniture, glass and surfaces, hand soap, and other eco-responsible products. Prices of the products range from \$5.99 to \$7.99 and are available at RealSimpleClean.com. The products will also be available in stores eventually, but Time Inc. has not indicated which retailers.

Time Inc.'s Brand Licensing marketing team is managing the marketing strategy. And a company spokesperson tells *min*, "We have a 360-degree plan in place to promote the cleaning line across all relevant Time Inc. brands and platforms."

The company suggests that *Real Simple* was chosen from its portfolio because of the brand's natural audience alignment to these products.

Until next week,

The Editors

Caysey Welton, Group Editor

Steve Smith, Digital Media Editor

Jameson Doris, Editorial Assistant

NEXT WEEK

**We Catch Up With *Fortune's* New
Editor-in-Chief Clifton Leaf**

min's CAMPAIGNS OF THE YEAR AWARDS

Excellence in Advertising, Marketing & PR

ENTER NOW!

Entry Deadline: June 15 | Final Deadline: June 22

min's Campaign of the Year Awards honors outstanding achievement in advertising, marketing, and PR. The program recognizes exceptional work from publishers, agencies and brands in over 50 categories spanning major ad verticals that use mobile, experiential initiatives, and social media as vehicles to launch and maintain successful product messaging. Submit your best work today!

Categories:

- Agriculture
- Alcoholic Beverages
- Apparel and Accessories
- Automotive
- Beauty and Cosmetics
- Drugs and Remedies
- Entertainment
- Fashion
- Finance, Insurance or Real Estate
- Food and Beverage
- General Retail
- Home and Household Products
- Sports and Fitness
- Technology
- Telecom
- Travel and Transportation

LEARN MORE:

www.minonline.com/campaigns-of-the-year-awards-2017/

Questions? Contact Senior Marketing Coordinator
Zoe Silverman at zsilverman@accessintel.com.