



Media Industry Newsletter®

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Steve Smith's Eye on Innovation: Why *National Geographic* Owns Social

A word of advice: Follow the leader.

On social media, most magazine brands benefit from having high-quality content that stands out in the feed. But one magazine brand, *National Geographic*, seems to dominate just about every social platform it touches. Understandably, then, social media analytics firm **Socialbakers** singled out *NatGeo* as a role model for delivering the tactics that work best for media brands on **Instagram**, **Facebook** and **Twitter**.

NatGeo's massive dominance on Instagram is one of the bulwarks of its overall social success, largely because Instagram is far and away the most powerful vehicle for brand engagement.

Continued on page 4

Outside's '20-20'

Two decades of *Outside* in Santa Fe and for publisher Scott Parmelee.

Outside seems like an anachronism in 2015 as a solo magazine media brand that still gets 75% of its advertising revenues from print. "I expect that when we celebrate our 50th anniversary in 2027, 75% or more of the ad revenues will be from digital, because it's clearly heading in that direction with all of our platforms" says VP and

Continued on page 2

December *Food Network* Is 'Gift-Wrapped'— With a Smile

Thanks to cover partner Kohl's, and to a gingerbread-house 'competition' with HGTV.

A six-year-old brand is relatively new to already have a holiday-season tradition, but *Food Network* magazine and **Kohl's** completed their third December partnership with what founding *FN* publisher and chief revenue officer Vicki Wellington says was by "going a step farther" from the integrated units in 2013 and 2014. "We did something special to show that Kohl's cookware is the perfect complement to our cookies and treats by having a 'zippered' cover gatefold that wrapped the issue. I call the

Continued on page 10

Season's Greetings

This issue wraps a productive 2015 for *min*, with the most visible of our many highlights being the new look that we introduced in September. Thank you for your continued support of the newsletter and of our events, and we look forward to working with you in 2016. Our first issue—dated January 11—will be released on Friday, January 8.

From all of us to all of you, have an enjoyable holiday season.

Outside's '20-20' (continued from page 1)

lisher Scott Parmelee, whom 1977 founder and chairman Larry Burke promoted in 1995. "And I also expect Larry to be fully in charge. He's in excellent health, and he lives the *Outside* lifestyle. That is why he moved the editorial headquarters from Chicago to Santa Fe in 1995."

The result is vigorous lunch hours in the New Mexico high country. "It's perfect for us, and it's a reason why the retention rate under editor-in-chief Chris Keyes is so high," says the New York-based Parmelee, who gets to enjoy the amenities during his visits. The majority of the sales and marketing staff has been at *Outside* 10 years or longer, though content marketing director Sam Moulton took a different route by moving from executive editor last April.

Moulton and his team engineered *Outside's* first virtual reality project: a 3D viewing of Nepal that 75,000 of the monthly's 617,000 subscribers received with a **Google Cardboard** viewer in the December issue. Partner was **The North Face**, which, with **Columbia Sportswear**, **REI**, **Patagonia**, **Eddie Bauer** and **Jeep**, "has been incredibly consistent with us for years," Parmelee says.

Men's apparel comprises about 30% of the advertising mix, with **Apple**, **Fidelity**, **Fitbit**, **Mercedes**, **Porsche**, **Rolex**, **Tudor** and **Visa** among those adding to what Parmelee calls "our diversity. This is a testament to how relevant the *Outside* mission is and how consistently and authentically we continue to deliver that message." December ad pages were +10%.

The Bump Will Present Baby Tech Awards at CES

Technology has long applied to pregnancy and neonatal, and **XO Group's** *The Bump* will recognize the most innovative products with the **Best of Baby Tech Awards** at the **Consumer Electronics Show** in Las Vegas on January 7, 2016. It's among the many programs during the January 5-8 CES that's expected to draw 150,000. The 18 finalists will be on display.

Included are the most sophisticated car seats and crib monitors and there's even an online test to aid in in-vitro fertilization. An iPhone device will also be on display which enables parents to take a video of a child's ear infection and send it to their pediatrician for diagnosis.

Outside and Reader's Digest Know How to Share

Several brands are taking full advantage of the relatively new feature on Instagram that allows users to share posts with their friends. *Outside* comes as a brand that most would expect to grow in this way on social, but *Reader's Digest*, too, saw a huge uptick in shares.

According to our Social Media Boxscores, each brand saw a growth of 2867% and 2350%, respectively. One brand that surprisingly isn't taking full advantage of the new feature is *Travel + Leisure* which saw a round 100% dropoff in shares.

Readers will also notice that several brands are seeing a slight loss in followers on **Google +** as they discontinue use of the social network. This move by publishers makes this the only social site to see a real drop in followers.



BY THE NUMBERS

Instagram shares

2350%

Reader's Digest is a surprise brand taking full advantage of sharing

100%

Travel + Leisure is one of the brands not taking advantage of sharing

See More on Page 8

BBC's App Is Uncluttered But Unimaginative

Clean navigation and exceptional real-time features make for a solid app experience.



Few news organizations have as broad an international reach as the **BBC**. Shadows of a former empire linger in the BBC remit to cover the globe's news as if it's the UK's own backyard. This is a refreshing break from the U.S. media's typical ethos of treating international affairs as news from other planets. But for the new BBC app, this mission taxes the practical limits of a mobile experience. There's a lot in here.

BBC News uses a personalization model to contain the potential clutter. The most general of topics and major regions organizes the massive trove of incoming news. Drop into one of these areas from the hamburger menu and you can easily tag them as "My News." Your favored topics are funneled into a "My News" tab and used to generate the top line tabs for the entire app experience.

The divide here between editorially-driven organization and personalized topics is quite good. A "Top Stories" feed is the launch tab, and it keeps you abreast of breaking news, updated by the minute. "Time" or "Topic" sub-tabs for easy perusal via a thumbnail feed neatly organize the "My News" tab. I'd like more detail than the headlines provide in all of the BBC feed (a good candidate for 3D Touch). However, the BBC headline writers are blessedly clear.

Reading mode is strong, with clean typefaces, easy sharing tools and lateral navigation available from a persistent menu. Advertising is reserved, generally relying on networked in-line banners and large squares. The stories are all well illustrated, and I like that you can tap into any of the images to invoke a slideshow view of all relevant images with captions. I think the app should telegraph this feature, however. Instead, I had to trip upon it.

The app also does a good job of blending text and video. In each section the relevant new video stories are in a carousel above the fold that includes the age and run time. The clip runs atop a screen with some text, and I wished that it automatically slipped into full screen by changing orientation. In keeping with the app's polite advertising, there seems to be some smart frequency capping going on. After running a pre-roll following my first two clips, the app eased up for a while.

Perhaps the coolest aspect of the BBC app is its prominent "LIVE" tab that invokes BBC's real-time radio feed. Regular headline updates are packed into a running broadcast, "World Service" that includes user comments from social networks. It's among the best news radio services I've heard. It's a great balance of updates and depth with a broad range of topics. While I love having the news audio running in the background, it would be even better if the app also fed into the tab links to relevant stories or gave you DVR-like access to recent stories. In other words, the BBC app could take some cues from CNN's superb **CNNGo** player.

In fact, there are many missed opportunities to make news consumption even better. The app is good at top-level organization of content, but doesn't facilitate deeper drilling. I have no idea why the app doesn't allow for saving stories for later reading. In effect, it eschews the triage mode of news perusal. And while there are links to related topics at the bottom of an article there's no way to track a specific story or find easily related stories. Speaking of links, the many hotlinks in each story commit the now-unpardonable sin of pushing the reader out of the app and into the Safari browser. Huh? The BBC can't spring for an embedded browser to keep people within the app?

BBC News feels like a good first stab at an app that I hope will evolve towards greater mobile usability. Its developers have done a good job of solving for clutter and organization and balancing personalization with editorial responsibility. They need to imagine more how people really consume and use news on the fly though.

APP REPORT CARD

User Experience	B+
Overall Design	B
Social Integration	B
Mobile Utility	B-
Monetization	B+
Final Grade	B



Steve Smith

EYE ON INNOVATION

Why National Geographic Owns Social

(continued from page 1)

The top 10 most engaging media brands on Instagram realized more than 80,000 interactions with user per post, compared to only about 10,000 per post on Facebook.

It's engagement that *NatGeo* focuses on Instagram, where Socialbakers counted 750 million interactions for the brand in just the first quarter of 2015. *NatGeo* has over 16 million Instagram followers, adding about 18,000 a day.

Their success hinges on more than the gorgeous signature imagery. The fact that the company uses a network of noted photographers who have their own social followings is key. It makes the content feel more personal and social than typical media postings, and the cross-posting among contributors helps broaden the brand's base. The lesson here is to tap the user base for posts or guest hosting that engage the personal element and others' networks.

Also key is using the text area to bring the viewer behind the content and contextualize the image with a story. In analyzing over 600,000 brand and media posts, Socialbakers found that the length of description does not correlate to increased engagement, but it appears that having some backstory to the image matters to users. A third of *NatGeo* posts have descriptions that are over 500 characters. "They are using Instagram as a microblogging service, and it is working," the study reports.

National Geographic's strategy of building brand and telling stories shifts somewhat on Facebook where the goal is to push more traffic to the front. Here, 90% of posts are links, which receive 80% of interactions. Photos are only 6% of posts but fully 18% of engagements and almost always its most popular posts. But as Socialbakers observes, *NatGeo* is posting links about six times a day on Facebook, mainly to drive traffic. Image interactions are not the primary goal here.

Still, its most popular post of last year (350,000 interactions) asked followers to caption a photo.

Also worth noting: The brand added 15 million Facebook fans last year.

On Twitter, *NatGeo* tweets twice as much as they post on FB and use that channel more as a way to get the latest news and links out rather than to interact with users. Socialbakers is quick to point that out. They rarely respond to questions and don't retweet users' posts.

Nevertheless, *NatGeo* is typically getting more than 100,000 mentions a month from Twitter users and has over 10 million followers.

On **YouTube**, where again *NatGeo* is among the most subscribed media brands (4.3 million), the company has a discrete strategy. While video is a part of the content mix

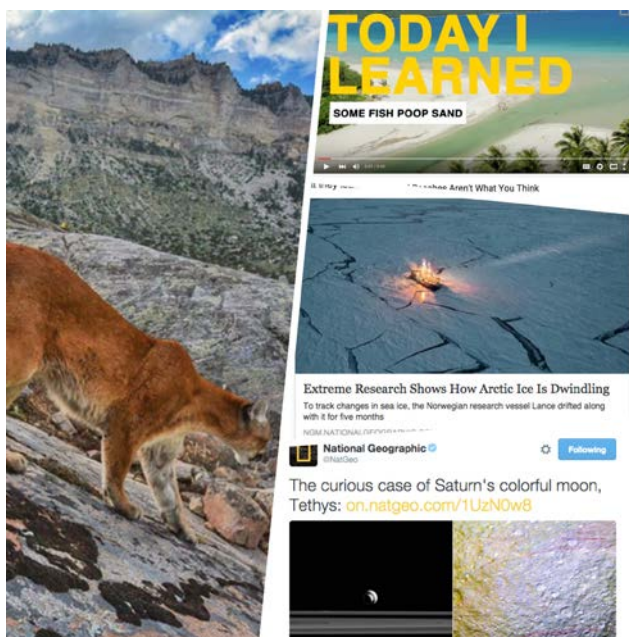
in other social channels, YouTube is where *NatGeo* focuses on its longer-form video and its franchises like "Campfire Stories" and "Today I Learned." The brand maintains a regular schedule of digital series drops on Tuesdays and Thursdays, and most of these shows garner 7,000 or more views per episode.

But it's still the occasional viral clip where *NatGeo* really breaks through. The awesome views from space or animals doing remarkable things still rule. A five-year-old clip of a cobra vs. mongoose showdown remains its most watched video by a

longshot (80 million views). It does an excellent job of encouraging mini-binges by highlighting its other related videos as a post-roll opportunity with a "Watch Now" button. They also have a well-curated set of thematic playlists for lean-back sessions.

National Geographic's social strategy illustrates what's perhaps a truism of social media, but one that needs exemplars like this. The media brand has precise goals attached to each channel and clearly focuses its postings on those goals and then uses calls to action to direct user behaviors in the right direction.

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

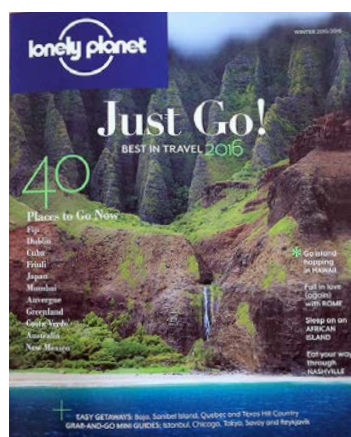


Launch Review: *Organic Life & Wallpaper** Pass with *Flying Colors*

"Faith-based" was among the new magazine trends in 2015, with **Bauer's** *Simple Grace* and **Guideposts'** *Mornings with Jesus*. These two were the most notable, but for University of Mississippi journalism professor Samir Husni, they and another 800-plus launches strengthened his three decades of faith in magazines. "The 'magazines are dead' requiems are over. There remains an innate enthusiasm for print," he says. Husni embraces his philosophies with his trademarked "Mr. Magazine" moniker.

At *min's* December 3 "Intriguing" breakfast, *Simple Grace* and **Rodale's** *Organic Life* were Husni's launch and relaunch of the year. Among the fourth-quarter launch highlights are **Meredith's** *Beekman 1802 Almanac* collaboration with "Fabulous Beekman Boys" Josh Kilmer-Purcell and Dr. Brent Ridge. Also, the *Lonely Planet* expansion of the popular Web, book, and international travel magazine into the U.S. (opening rate base is 450,000, says publisher Elaine Alimonti), and **Time Inc.** "Americanizing" its popular British art and culture title *Wallpaper**. "It's very well done," says Husni of what may be the most significant British magazine "invasion" since *Maxim* in 1997.

Another trend in 2015 is coloring magazines—for adults. Husni tells *min* that craft stores he's visited sometimes have up to 140 of them to go with coloring pencils. Most of the titles are from overseas, but Norwalk, Conn.-based **Penny Press'** *Flying Colors* is all-American therapy for grown-ups.



18 Notable Magazine Launches in 2015

Title	Publisher/City (where magazine is based)	Date	Current Frequency
1. Ambrosia	Digital Ventures, LLC/New York	Dec.	Quarterly
2. Beekman 1802 Almanac	Meredith Corp./Sharon Springs, N.Y.	Oct.	Bimonthly
3. Big Life	(same as title)/Sun Valley, Idaho	Jan.	Quarterly
4. Butternut	Teach Kids to Cook Media/St. Paul, Minn.	Oct.	Bimonthly
5. Cabin Living	Active Interest Media/Boulder, Col.	Aug.	8x/year
6. Catster and Dogster (two titles)	I-5 Publishing/Irvine, Calif.	March & April	Bimonthly
7. Flying Colors	Penny Press/Norwalk, Conn.	Nov.	Quarterly
8. Heroes Reborn	Titan Magazines/London and North Hollywood	Oct.	Bimonthly
9. Lonely Planet	Lonely Planet Global/Nashville	Nov.	Quarterly
10. Mornings with Jesus	Guideposts/Danbury, Conn.	Oct.	Monthly
11. National Geographic History	National Geographic Partners/Washington, D.C.	April	Bimonthly
12. Nickelodeon (revival)	Papercutz Publishing/New York	June	Monthly
13. Organic Life	Rodale Inc./Emmaus, Pa.	April	Bimonthly
14. Parents Latina	Meredith Corp./New York	April	Quarterly
15. Simple Grace	Bauer Corp./Englewood, N.J.	April	Monthly
16. Smithsonian Journeys	Smithsonian Enterprises/Washington, D.C.	April	Quarterly
17. Tablet	NextBook Inc./New York	Dec.	6x/year
18. Wallpaper* (U.S.)	Time Inc./London and New York	Nov.	Quarterly

min's SOCIAL MEDIA Guidebook

Learn how brands like Cosmopolitan, Vogue, National Geographic and more are leveraging social media. Plus get insider advice from industry pros.

Questions?

Contact Allie DeNicuolo | allie@accessintel.com or 301-354-1810.



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Chapters Include:

- Tracking the Trends
- Leveraging Social Networks
- Organizational Strategies and Best Practices
- Media Insider Insights

Reclaiming Second Screen Status

Let's face it; magazines have quickly lost their previously unnamed status as American's "second screen." Multitasking in front of the TV is not new. In fact, for many of us, thumbing through our pile of recent magazine issues was precisely what we did each evening with the TV on. Now we have something else—smartphones and tablets. Celebrity and entertainment brands like *People*, *Entertainment Weekly*, *TV Guide*, **HollywoodLife.com** and many others gleaned this connection long ago and actively program content like live blogs and TV recaps that target this phenomenon.

But what are those two screen behaviors American have embraced, and how and where should media brands target them on handsets and tablets?

Tivo polled adults and found that 53% are most likely to multitask during live TV, as opposed to time-shifted programming (28%) or streamed media like **Hulu** and **Netflix** (19%).

Grabbing users on the second screen is a game of seconds and careful timing relative to on-air programming. For instance, when multi-taskers were asked whether commercials were a cue to consult their second screen, 44% said they do so almost every time, and 40% say they do so sometimes. Only 5% of TV viewers almost never or never do mobile checks during commercials. Second screening is essentially a feature of TV viewing now.

Media companies who really want to cement a connection between their content and the second screen need to establish real-time conversations with users across channels. This is where real-time messaging like app alerts, SMS and, to a lesser degree, email come in. Ask permission from users at other times to alert them of your own real-time tandem programming during prime time. SMS still commands a 90% open rate, 8X that of email (according to **Silverpop/IBM**).

Lacking permission to alert users directly via SMS and app alert, keep in mind that the social channels have become real-time mechanisms for pushing people to content channels as well. Having permission to connect with users via alerts in **Snapchat**, **Periscope**, **Pinterest** and messaging apps provides other channels for reminding mobile users that you have content that is relevant to their TV viewing.

Viewers now assemble their media experiences from multiple fragments simultaneously. Media of the future needs to build connected content and establish communications channels that pull users to it.



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Questions? Contact Allie DeNicuolo at allie@accessintel.com; 301-354-1810

Thank you!

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Here's to a successful 2015 for all our friends from the min family. Sincerely,

Samia Boudin *Steven Co* *John* *Ganni M. Hoffmann* *Amy Hofferis*

Ally Desautels *Danielle Sikes* *Dina Schwartz* *Yoko Shavis* *Steve Smith* *77 West*

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min Social Media Boxscores November 2015 - Google+ and Instagram

Publication	Source	Followers	% Differential in Followers	Posts	% Differential in Posts	Likes & Favorites	% Differential in Favorites	Replies	% Differential in Replies	Shares	% Differential in Shares
		November 2015		November 2015		November 2015		November 2015		November 2015	
All You	Instagram	10,136	4.84%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
Allrecipes	Google+	304,612	-0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Allure	Instagram	84,137	13.27%	46	-36.11%	40,920	-35.01%	1,370	-41.33%	87	-52.20%
	Google+	1,291,815	0.18%	243	-13.52%	3,765	-7.54%	101	34.67%	197	-19.59%
Automobile	Instagram	222,903	4.14%	35	0.00%	47,355	4.67%	1,151	-47.89%	48	11.63%
Autoweek	Google+	73,346	0.19%	124	-18.95%	2,818	-5.78%	349	19.52%	249	-19.94%
	Google+	1,595	-0.19%	370	-5.37%	565	-9.31%	12	-53.85%	69	46.81%
	Instagram	3,518	5.42%	65	14.04%	2,631	-4.33%	56	-39.78%	0	-100.00%
Better Homes and Gardens	Google+	691,246	0.36%	9	-76.32%	162	-73.18%	9	-79.07%	19	-81.55%
Birds & Blooms	Google+	323,656	5.15%	57	N/A	675	N/A	23	N/A	46	N/A
	Instagram	3,318	0.58%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bloomberg Businessweek	Google+	259,215	10.51%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Boating	Google+	2,408	2.56%	4	300.00%	22	633.33%	2	N/A	5	N/A
Brides	Google+	485,460	3.01%	186	-42.24%	1,770	-33.36%	76	-46.85%	175	-68.97%
Car Craft	Google+	1,095	4.39%	120	-13.67%	1,931	4.38%	47	62.07%	40	-33.33%
Closer	Instagram	1,662	7.02%	43	-27.12%	692	-34.96%	13	-43.48%	0	0.00%
Conde Nast Traveler	Google+	1,849,550	2.52%	1,001	-7.31%	24,103	11.03%	615	18.96%	2,359	17.19%
	Instagram	646,535	13.75%	169	-4.52%	1,125,367	-2.74%	17,976	-3.42%	244	-55.64%
Cosmopolitan	Google+	1,512,838	0.75%	66	-17.50%	2,226	13.22%	173	-25.11%	143	17.21%
	Instagram	1,235,966	8.50%	189	-0.53%	2,430,075	1.47%	55,165	-30.29%	4,594	9.80%
Country	Google+	191	1.06%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Country Living	Google+	610,292	0.31%	89	-4.30%	7,278	-6.52%	386	-3.02%	1,281	-6.70%
Departures	Instagram	8,932	10.78%	68	-19.05%	6,627	-8.99%	282	43.88%	9	0.00%
Details	Instagram	91,820	3.08%	17	-50.00%	14,155	-42.78%	325	-23.89%	8	-61.90%
Dirt Rider	Instagram	75,445	9.95%	115	19.79%	127,735	16.43%	1,547	58.67%	13	-79.03%
DuPont Registry Home	Instagram	495,681	8.73%	132	15.79%	696,670	14.22%	9,168	1.86%	69	-12.66%
Dwell	Google+	883,932	7.30%	18	38.46%	1,570	59.07%	214	122.92%	172	26.47%
Elle	Google+	4,058,260	1.01%	171	-77.47%	9,491	-74.07%	310	-70.48%	449	-78.56%
	Instagram	1,215,162	7.29%	123	-33.51%	847,688	-23.80%	8,358	-16.03%	700	-16.17%
Elle Decor	Google+	526,368	0.19%	124	-31.11%	1,009	-4.99%	29	-29.27%	136	7.94%
Entertainment Weekly	Google+	2,991,487	1.65%	2,353	-16.11%	28,767	1.94%	1,360	35.19%	1,740	-0.11%
	Instagram	340,867	9.05%	92	-26.98%	239,161	-2.05%	5,762	42.52%	278	-83.51%
Entrepreneur	Google+	2,344,019	3.22%	1,042	5.68%	32,750	11.53%	915	22.49%	6,950	10.20%
Esquire	Google+	112,741	-0.11%	11	-63.33%	35	-68.47%	3	-75.00%	9	-10.00%
Essence	Google+	79,144	-0.16%	16	0.00%	56	93.10%	2	0.00%	4	-50.00%
	Instagram	284,213	6.26%	56	9.80%	98,207	13.16%	2,071	1.52%	101	-70.98%
Every Day with Rachael Ray	Google+	1,386,367	3.09%	6	50.00%	500	28.87%	57	50.00%	67	21.82%
FamilyFun	Instagram	12,825	15.05%	40	150.00%	6,134	78.83%	203	-15.42%	14	-87.04%
Field & Stream	Google+	1,117	2.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fit Pregnancy	Google+	245,744	-0.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	53,300	5.48%	19	35.71%	4,780	-9.93%	331	-22.66%	6	-33.33%
Fitness	Google+	684,244	1.24%	4	N/A	143	N/A	10	N/A	43	N/A
Flying	Google+	1,398	0.43%	17	6.25%	106	34.18%	5	25.00%	17	70.00%
Food & Wine	Google+	1,406,173	1.53%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	918,245	9.08%	101	-19.84%	869,392	-12.21%	24,557	17.59%	439	18.97%
Food Network Magazine	Google+	5,900,396	1.44%	180	6.51%	67,297	-14.60%	1,581	-1.50%	4,474	-27.57%
	Instagram	1,937,472	8.69%	85	-21.30%	1,340,696	-6.73%	21,880	-21.90%	579	-30.99%
Forbes	Google+	4,697,596	2.84%	35	-28.57%	2,892	-5.55%	145	-8.81%	807	-8.61%
Glamour	Google+	3,962,231	1.06%	27	12.50%	2,796	-4.80%	132	-1.49%	159	16.91%
	Instagram	945,194	4.59%	113	15.31%	579,547	21.90%	12,387	3.48%	142	-44.53%
Golf Digest	Instagram	320,895	3.11%	65	-10.96%	360,598	-8.65%	15,029	40.59%	643	32.03%
Golf Magazine	Google+	24,244	0.05%	4	-86.67%	22	-75.28%	0	-100.00%	1	-88.89%
	Instagram	44,246	4.57%	9	50.00%	4,884	38.99%	115	47.44%	3	N/A
Good Housekeeping	Google+	756,949	2.12%	85	0.00%	4,408	1.71%	126	41.57%	919	-15.84%
	Instagram	108,374	20.08%	70	-5.41%	56,922	17.04%	1,074	37.87%	376	313.19%
GQ (Gentlemen's Quarterly)	Google+	543,898	0.15%	8	N/A	104	N/A	11	N/A	14	N/A
	Instagram	2,236,696	5.42%	73	1.39%	1,479,828	1.02%	29,960	18.96%	340	-3.41%
Harper's Bazaar	Google+	397,457	-0.13%	5	-50.00%	38	-47.22%	0	-100.00%	3	-85.00%
	Instagram	1,530,812	8.02%	112	-32.93%	1,107,068	-24.63%	10,654	-15.42%	519	-31.71%
HGTV Magazine	Google+	456,563	0.84%	28	-58.82%	3,095	-54.18%	181	-19.20%	273	-62.29%
Hot Rod	Google+	52,648	11.04%	168	-17.24%	5,434	0.02%	148	2.07%	215	-17.31%
	Instagram	256,516	7.34%	53	-22.06%	213,508	-21.88%	2,716	-15.31%	2,039	82.87%
House Beautiful	Google+	498,952	0.33%	102	-11.30%	4,960	-14.01%	177	-24.03%	505	-23.95%
In Touch	Google+	480	4.35%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	89,285	10.60%	40	-24.53%	28,616	-27.94%	934	-31.82%	15	-57.14%
InStyle	Google+	1,053,727	5.39%	78	-36.07%	428,465	-18.28%	8,959	6.71%	1,547	408.88%
J-14	Google+	865,847	1.70%	7	-41.67%	56	-29.11%	2	0.00%	3	0.00%
	Instagram	117,332	23.56%	32	-8.57%	57,153	11.75%	443	-19.89%	9	-18.18%
Life & Style	Google+	317	-0.94%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	49,224	19.39%	24	-35.14%	5,132	-7.80%	140	-39.91%	6	-64.71%
Lucky	Google+	552,263	-0.09%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	350,484	2.70%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
M-Magazine	Google+	737,718	2.82%	0	-100.00%	0	-100.00%	0	-100.00%	0	0.00%
	Instagram	194,236	9.38%	19	-26.92%	36,218	-22.23%	234	-7.87%	1	N/A
Marie Claire	Google+	159,847	0.22%	1,122	-5.40%	2,345	22.20%	95	-12.04%	195	-14.85%
	Instagram	575,260	6.18%	110	-32.93%	395,108	-24.77%	8,407	-47.28%	165	-54.29%
Martha Stewart Living	Google+	2,495,022	0.20%	15	-66.67%	1,556	-68.04%	90	-48.86%	201	-60.82%
Men's Fitness	Google+	19,028	1.55%	638	-3.63%	6,503	-19.06%	72	-48.20%	967	-34.66%
	Instagram	51,771	10.78%	22	-26.67%	7,050	-24.13%	121	-23.90%	1	-88.89%
Men's Health	Google+	812,719	2.70%	845	4.84%	15,179	8.14%	660	9.27%	2,676	12.11%
	Instagram	425,371	13.03%	84	-21.50%	226,486	-4.15%	7,843	-5.43%	333	27.59%
Men's Journal	Google+	1,384,489	1.49%	12	-20.00%	95	11.76%	7	16.67%	10	-9.09%
	Instagram	21,854	11.47%	21	10.53%	3,934	-13.82%	89	21.92%	2	0.00%
Midwest Living	Instagram	19,402	7.99%	31	0.00%	21,553	-17.32%	443	-9.41%	24	-44.19%
Money	Google+	3,930	1.58%	337	-21.63%	220	17.02%	18	38.46%	63	96.88%
More	Instagram	7,143	4.49%	30	30.43%	2,481	48.12%	58	-28.40%	1	N/A
Motor Trend	Google+	2,518,637	-0.09%	65	-24.42%	9,317	-22.27%	705	6.98%	475	-36.50%
Motorcyclist	Google+	941	1.84%	22	15.79%	220	27.17%	12	-47.83%	22	69.23%
Muscle & Fitness	Google+	14,952	1.94%	590	-8.24%	9,054	-9.40%	118	-56.62%	1,132	-11.56%
National Geographic	Google+	9,031,792	0.87%	78	-22.77%	78,650	-33.73%	2,054	-26.22%	5,559	-46.08%
	Instagram	37,593,806	7.20%	388	6.59%	139,598,242	3.06%	1,000,729	-13.52%	52,064	-23.44%

Publication	Source	Followers	% Differential in Followers	Posts	% Differential in Posts	Likes & Favorites	% Differential in Favorites	Replies	% Differential in Replies	Shares	% Differential in Shares
		November 2015		November 2015		November 2015		November 2015		November 2015	
National Geographic Traveler	Google+	8,255	1.34%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	7,049,536	12.48%	164	4.46%	16,486,815	7.88%	105,708	-11.00%	6,790	11.66%
New York Magazine	Google+	593,691	0.99%	1,231	-3.75%	4,192	16.22%	599	13.45%	386	-6.76%
Nylon	Instagram	863,067	3.85%	104	-35.80%	544,273	-29.85%	19,035	-20.53%	104	126.09%
Nylon Guys	Instagram	51,200	0.85%	3	-70.00%	1,044	-65.13%	8	-88.24%	0	-100.00%
OK!	Google+	799,200	-0.22%	3	-76.92%	20	-75.00%	1	-98.57%	2	-75.00%
	Instagram	111,175	6.94%	51	6.25%	25,846	-3.35%	705	55.63%	6	N/A
Outdoor	Google+	2,639	0.96%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Outside	Instagram	329,326	11.69%	33	-5.71%	248,067	8.38%	4,327	-14.79%	89	2866.67%
Parents	Google+	494,312	0.64%	6	-72.73%	65	-68.14%	11	-8.33%	5	-87.18%
	Instagram	59,742	13.42%	43	16.22%	12,831	14.32%	459	-18.47%	25	525.00%
People	Google+	1,216,972	-0.20%	899	94.17%	10,749	101.52%	1,347	168.86%	887	36.67%
	Instagram	1,138,489	8.04%	264	-5.71%	1,911,587	6.58%	44,860	17.55%	790	1238.98%
People en Español	Google+	3,443	1.18%	494	14.09%	1,111	5.11%	62	-31.87%	19	5.56%
	Instagram	913,628	7.33%	544	-16.05%	1,611,880	6.47%	31,164	31.38%	519	1822.22%
People StyleWatch	Google+	1,030,420	-0.10%	43	N/A	563	N/A	18	N/A	60	N/A
	Instagram	180,650	0.77%	37	-19.57%	45,570	-4.69%	698	-32.17%	10	150.00%
Playboy	Google+	46,454	0.62%	4	-77.78%	289	-75.63%	21	-72.37%	22	-79.25%
	Instagram	3,667,540	7.88%	265	6.43%	6,512,266	2.63%	41,666	-17.02%	743	462.88%
Popular Mechanics	Google+	670,406	0.74%	5	-16.67%	46	15.00%	2	-50.00%	11	0.00%
Popular Science	Google+	6,665,969	2.00%	5	-58.33%	1,312	-37.76%	89	-41.45%	155	-52.60%
Prevention	Instagram	17,656	32.17%	31	-8.82%	4,260	19.86%	109	23.86%	10	900.00%
Reader's Digest	Google+	4,010	3.01%	440	-1.79%	238	-36.70%	10	66.67%	157	-12.29%
	Instagram	87,838	9.89%	44	-26.67%	25,745	-27.17%	294	-20.75%	49	2350.00%
Real Simple	Google+	186,236	-0.09%	2	100.00%	3	50.00%	0	-100.00%	0	-100.00%
	Instagram	336	1.20%	2	N/A	18	N/A	1	N/A	0	N/A
Redbook	Google+	568,424	3.99%	154	-11.49%	783	-25.64%	147	33.64%	83	-47.47%
Reminisce	Google+	414	0.98%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	996	10.54%	11	-38.89%	404	-46.21%	2	-86.67%	0	0.00%
Road & Track	Google+	1,327	0.61%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rolling Stone	Google+	3,674,998	2.34%	7	-41.67%	816	-36.94%	58	-32.56%	105	-29.05%
	Instagram	1,200,592	7.67%	74	-6.33%	952,628	6.43%	16,021	8.03%	932	1159.46%
Runner's World	Google+	496,470	5.75%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	214,190	6.63%	12	-69.23%	37,874	-63.33%	979	-51.80%	60	46.34%
SaltWater Sportsman	Google+	490	1.24%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Scientific American	Google+	375,397	3.31%	16	6.67%	879	-4.87%	112	124.00%	267	-2.20%
Self	Google+	574,466	2.70%	64	-63.22%	962	-47.32%	46	48.39%	111	-61.72%
	Instagram	300,767	5.42%	86	207.14%	214,679	394.36%	18,439	816.91%	347	N/A
Ser Padres	Instagram	30,237	8.52%	22	-15.38%	1,347	-3.65%	14	-61.11%	0	0.00%
Seventeen	Google+	714,731	-0.14%	14	27.27%	370	-21.44%	9	-72.73%	18	0.00%
	Instagram	755,861	3.34%	168	15.86%	2,563,893	24.68%	40,491	26.79%	120	N/A
Shape	Google+	671,705	1.36%	1	N/A	35	N/A	0	0.00%	3	N/A
	Instagram	250,581	6.49%	74	32.14%	128,729	29.25%	3,404	-25.89%	137	N/A
Siempre Mujer	Instagram	24,110	32.63%	64	-13.51%	5,391	23.19%	102	-0.97%	1	N/A
Sierra Magazine	Google+	176,742	0.88%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ski Magazine	Instagram	29,035	7.64%	8	14.29%	7,055	45.28%	106	-28.86%	1	N/A
Smithsonian	Google+	1,004,916	0.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sport Diver	Google+	394	2.07%	100	42.86%	84	37.70%	5	400.00%	33	94.12%
Sports Illustrated	Google+	3,120,912	0.39%	18	-59.09%	378	-58.96%	21	-58.00%	57	-47.22%
	Instagram	724,652	4.72%	50	-41.18%	345,527	-39.46%	2,416	-33.77%	78	271.43%
Street Rodder	Google+	2,503	3.56%	89	14.10%	7,684	-0.62%	99	-8.33%	359	3.46%
Sunset	Google+	1,611,487	3.69%	40	11.11%	2,325	-3.17%	83	13.70%	188	-7.84%
Taste of Home	Google+	6,751	1.99%	27	107.69%	526	317.46%	15	400.00%	67	346.67%
Teen Vogue	Google+	292,929	0.02%	264	-63.79%	5,614	-57.91%	107	-65.48%	228	-64.21%
	Instagram	1,492,839	3.79%	43	-52.75%	898,252	-50.51%	4,049	-50.53%	19	-53.66%
Texas Monthly	Google+	577	1.76%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	28,427	10.10%	22	69.23%	7,050	84.85%	350	74.13%	4	N/A
The Atlantic	Google+	308,241	1.45%	572	-34.40%	3,620	-30.65%	546	-41.67%	1,299	-35.88%
The Economist	Google+	9,935,723	1.35%	123	-55.76%	10,179	-47.94%	1,148	-46.68%	1,734	-51.63%
	Instagram	264,716	24.19%	154	1.32%	497,650	53.56%	11,321	91.17%	8,749	4787.71%
The Family Handyman	Google+	544,747	3.75%	152	72.73%	4,380	95.97%	117	37.65%	1,299	132.80%
The New Yorker	Google+	665,581	2.43%	35	-2.78%	795	12.29%	133	-22.67%	153	15.91%
This Old House	Google+	690,141	2.69%	30	-14.29%	844	14.99%	52	4.00%	98	-3.92%
	Instagram	28,969	15.42%	19	-17.39%	9,818	-20.30%	165	-60.05%	10	N/A
Time	Google+	8,100,370	1.24%	6	-57.14%	1,455	-24.92%	116	-46.05%	264	-3.65%
	Instagram	1,805,980	7.33%	50	-7.41%	671,195	6.44%	10,905	-13.11%	815	494.89%
Town & Country	Google+	362	1.12%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Travel + Leisure	Google+	2,189,377	3.57%	583	-39.14%	28,079	-37.51%	627	-28.42%	1,802	-42.00%
	Instagram	1,325,238	10.66%	69	-8.00%	1,645,574	-4.77%	31,982	-6.67%	0	-100.00%
Twist	Google+	415,662	-0.15%	66	-5.71%	2,145	-30.72%	174	-44.41%	76	-26.21%
	Instagram	29,341	5.86%	56	-1.75%	35,811	0.91%	575	52.12%	4	-42.86%
US Weekly	Google+	656,685	4.84%	425	0.24%	8,841	-12.60%	2,260	-30.74%	755	-28.97%
	Instagram	1,060,825	6.09%	282	-8.44%	2,327,844	1.44%	51,035	11.27%	33	-94.87%
Vanity Fair	Google+	2,649,746	1.53%	395	43.12%	7,764	59.62%	299	56.54%	459	62.77%
	Instagram	1,380,950	5.08%	63	1.61%	724,193	0.21%	14,535	-4.77%	978	103.33%
Veranda	Google+	73,087	-0.09%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Vogue	Google+	3,994,819	1.58%	0	-100.00%	0	-100.00%	0	-100.00%	0	-100.00%
	Instagram	7,399,905	8.38%	65	-12.16%	5,319,208	4.94%	38,510	-11.25%	1,253	-36.59%
W	Google+	8,179	0.18%	1	N/A	0	0.00%	0	0.00%	1	N/A
	Instagram	1,400,267	8.02%	96	21.52%	850,479	41.68%	8,384	13.33%	224	-36.54%
Wired	Google+	3,025,188	0.82%	476	-17.07%	15,184	-15.69%	1,658	-21.94%	2,897	-13.75%
Woman's Day	Google+	312,357	0.65%	162	-31.65%	891	-31.04%	79	14.49%	109	-12.10%
Women's Health	Google+	745,670	4.44%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Instagram	408,609	8.65%	59	-22.37%	106,743	-10.74%	2,462	-19.57%	133	-36.36%
Yachting	Google+	2,012	1.77%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Yankee	Google+	217	2.36%	4	-50.00%	6	500.00%	0	-100.00%	2	N/A
	Instagram	15,461	12.97%	28	-28.21%	17,911	-25.91%	374	-7.88%	21	-52.27%
Yoga Journal	Google+	1,669,535	2.87%	153	-6.13%	7,572	11.17%	187	8.09%	1,325	3.19%
	Instagram	263,747	9.66%	33	-8.33%	54,747	-0.18%	957	-17.14%	70	29.63%

*data provided by True Social Metrics.

Food Network Is 'Gift-Wrapped'— With a Smile (continued from page 1)

cover 'zwing'—zipper plus *swing*—and it was a culmination of a year-long team effort involving me, my staff, [editor-in-chief] Maile Carpenter and her staff plus our friends from **Kohl's**. We went through many iterations, and the highlight was Kohl's 'gift tag.' It felt normal, it felt native, it felt right."

The 254-page issue, which went to *FN*'s 1.4 million-plus subscribers (2016 rate base is up by 50,000 to 1.75 million), "is the most profitable in our history," says Wellington. After Kohl's, the December MVP is **Food Network** chef Robert Irvine, who's pictured in the six-page **Lexus** gatefold celebrating the *Holiday Wilderness* special that aired on **ABC** and in the eight-page **Sam's Club** booklet "Party Planning Like a Pro." The December *FN* has 25 pages from new advertisers along with "over 40 pages of custom content," according to Wellington.

Perhaps a new tradition has begun with a gingerbread-house competition between *FN* and print and TV partner *HGTV*. The two were in a Thanksgiving weekend special on both network and are in the December issues of both **Hearst** magazines in what Carpenter quips are "Home Sweet Homes." A rule that she enacted was that "everything on the finished houses had to be edible"—to prevent the *HGTV* side from "using caulk instead of icing to hold their house together."

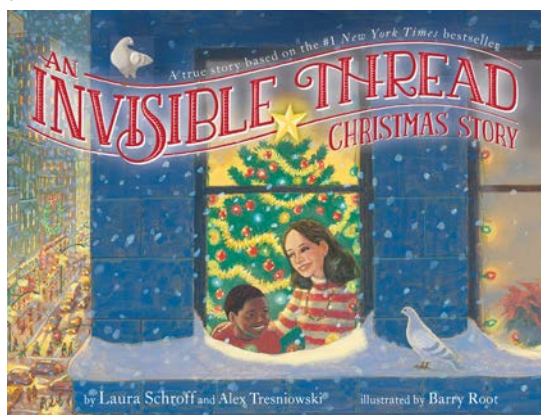
Readers will decide the winner at year-end. "The voting is closed, and that's because the houses came out so great," says Wellington, who was a *Self* colleague of *HGTV* publisher and CRO Dan Fuchs. "They are another reason why when readers open our issue, it makes them smile. That is especially welcome this time of the year."



Laura Schroff Writes *An Invisible Thread Christmas Story*

The former magazine executive's 2012 best-seller continues.

In 1986, Laura Schroff was on the rise in an ad sales career that culminated more than two decades later as *Brides* associate publisher when she encountered 11-year-old Maurice Maczyk on a New York street corner. The boy was begging for money and food (he lived with his mother and sisters in a welfare hotel and hadn't eaten for two days), and Schroff taking him to a **McDonald's** was the start of a 29-year friendship that changed both lives.



With Schroff's help, Maczyk grew up to become a successful contractor, husband and father. Schroff and co-author Alex Tresniowski (a former *People* colleague) told the story in *An Invisible Thread* (**Simon & Schuster**), which was a *New York Times* best-seller for months and has since been translated into 15 languages. The German version, she tells *min*, is the subject of a documentary that will air this winter on the **RTL** network.

Schroff visiting many schools was the catalyst to her and Tresniowski collaborating on *An Invisible Thread Christmas Story* (also S&S), in which Maurice's first Christmas with her family is illustrated for young children.

In the afterward, Maczyk writes: "Laura gave me the greatest gift of all—the gift of kindness."

Happy Holidays from **min**!

The Editors

Steven Cohn, Editor-in-Chief, Caysey Welton, Group Editor
Steve Smith, Digital Media Editor
Jameson Doris, Editorial Intern

NEXT WEEK

We'll open 2016 with Samir Husni's sixth 'Magazine Manifesto' on Jan. 11