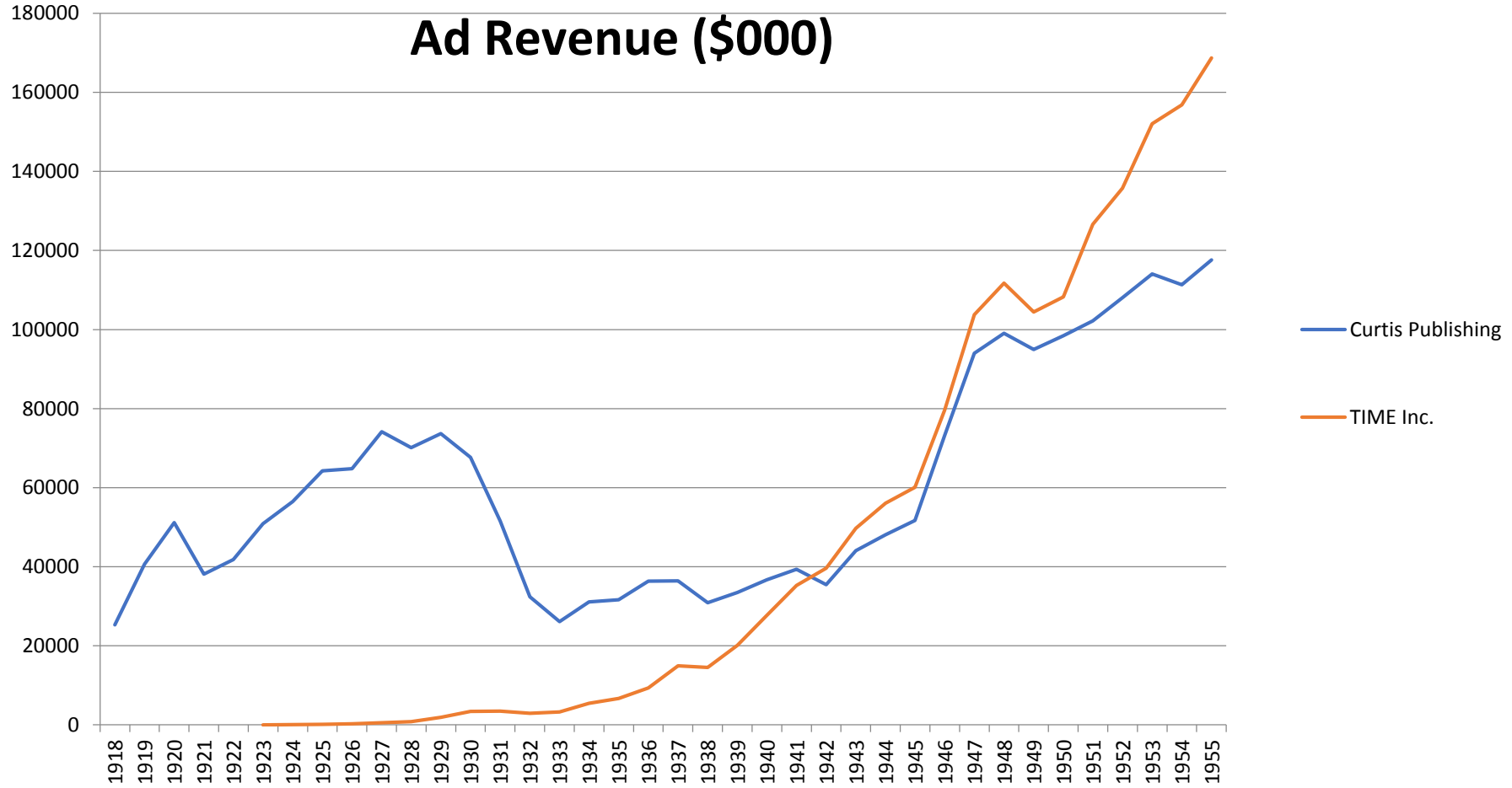


# Magazine and Broadcasting History Data

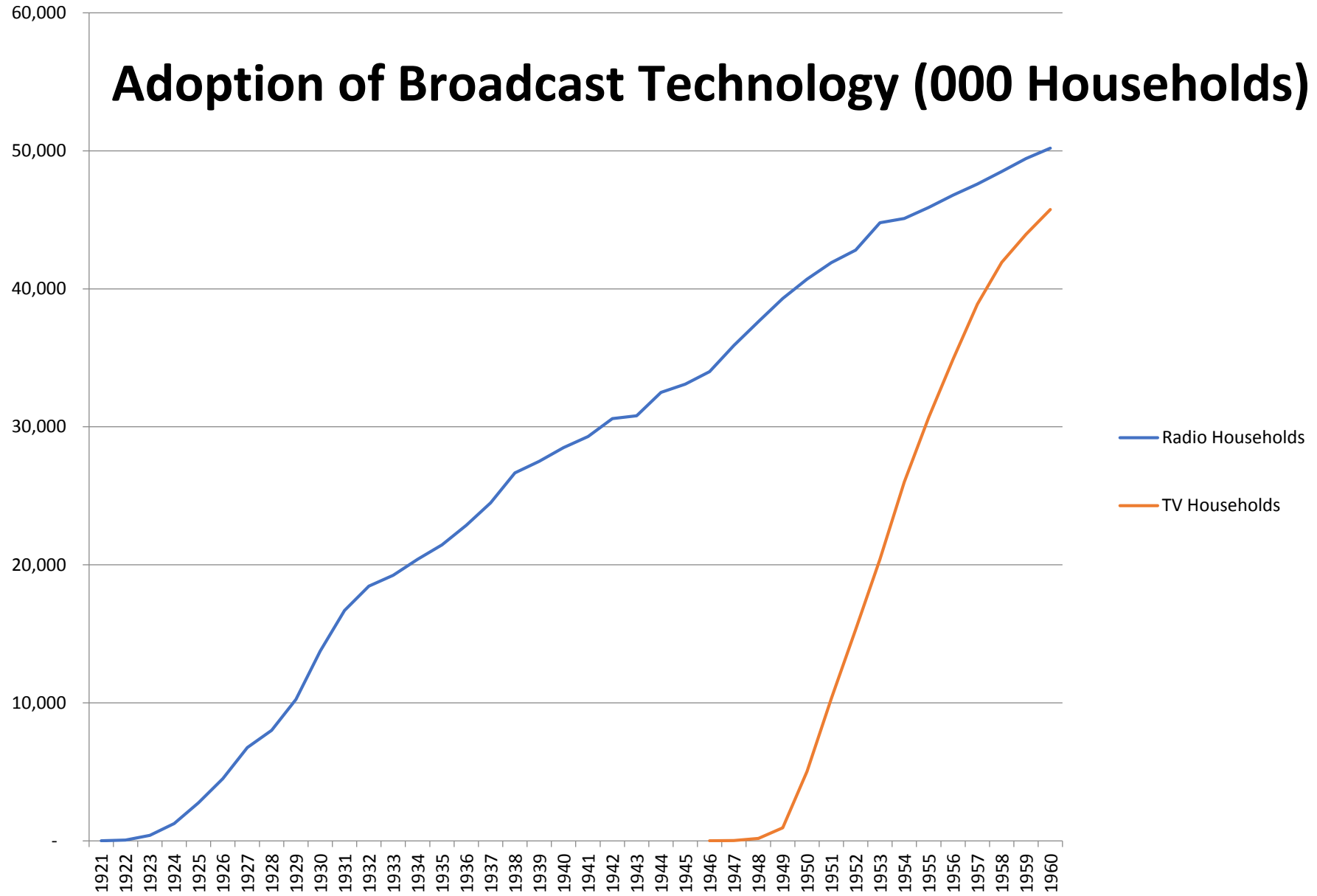
Taken from Our Video on the History of Media

# Ad Revenue (\$000)

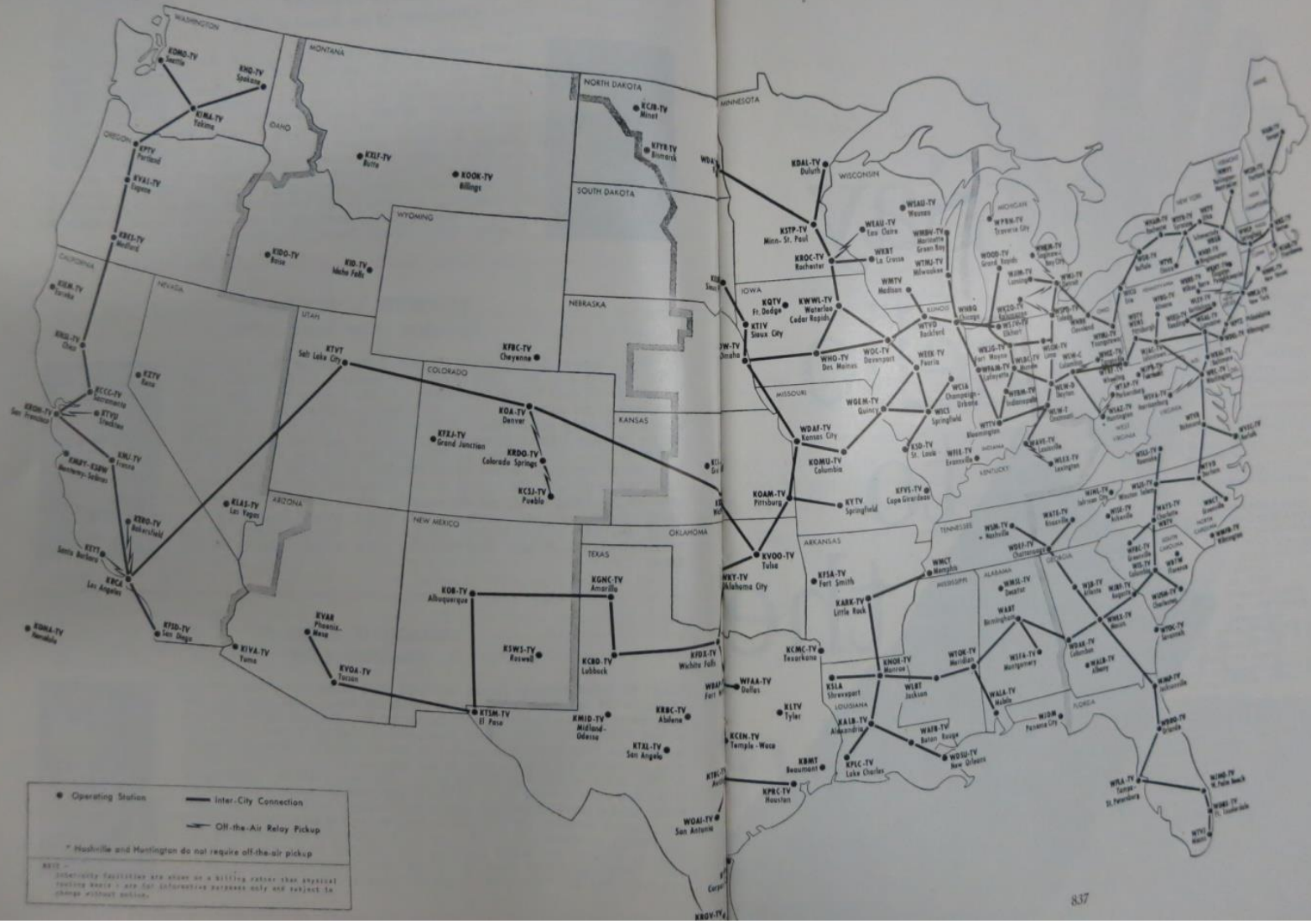


Rank	Name	Circulation (June 30, 2017)	Founded	Publisher
1	<a href="#"><u>AARP The Magazine</u></a>	23,144,225	1958	<a href="#"><u>AARP</u></a>
2	<a href="#"><u>AARP Bulletin</u></a>	22,700,945	1960	<a href="#"><u>AARP</u></a>
3	<a href="#"><u>Costco Connection</u></a>	8,740,785	1987	<a href="#"><u>Costco Wholesale</u></a>
4	<a href="#"><u>Better Homes And Gardens</u></a>	7,645,364	1922	<a href="#"><u>Meredith Corporation</u></a>
5	<a href="#"><u>Game Informer</u></a>	6,353,075	1991	<a href="#"><u>GameStop</u></a>
6	<a href="#"><u>AAA Living</u></a>	4,898,168		Pace Communications
7	<a href="#"><u>Good Housekeeping</u></a>	4,315,026	1885	<a href="#"><u>Hearst</u></a>
8	<a href="#"><u>Family Circle</u></a>	4,056,156	1932	<a href="#"><u>Meredith Corporation</u></a>
9	<a href="#"><u>People</u></a>	3,418,555	1974	<a href="#"><u>Time Inc.</u></a>
10	<a href="#"><u>Woman's Day</u></a>	3,275,962	1931	<a href="#"><u>Hearst</u></a>
11	<a href="#"><u>National Geographic</u></a>	3,147,721	1888	National Geographic Partners
12	<a href="#"><u>Sports Illustrated</u></a>	3,057,042	1954	<a href="#"><u>Time Inc.</u></a>
13	<a href="#"><u>Time</u></a>	3,032,581	1923	<a href="#"><u>Time Inc.</u></a>
14	<a href="#"><u>Reader's Digest</u></a>	3,024,031	1922	<a href="#"><u>The Reader's Digest Association</u></a>
15	<a href="#"><u>Cosmopolitan</u></a>	3,011,848	1886	<a href="#"><u>Hearst</u></a>
16	<a href="#"><u>Southern Living</u></a>	2,828,450	1966	<a href="#"><u>Time Inc.</u></a>

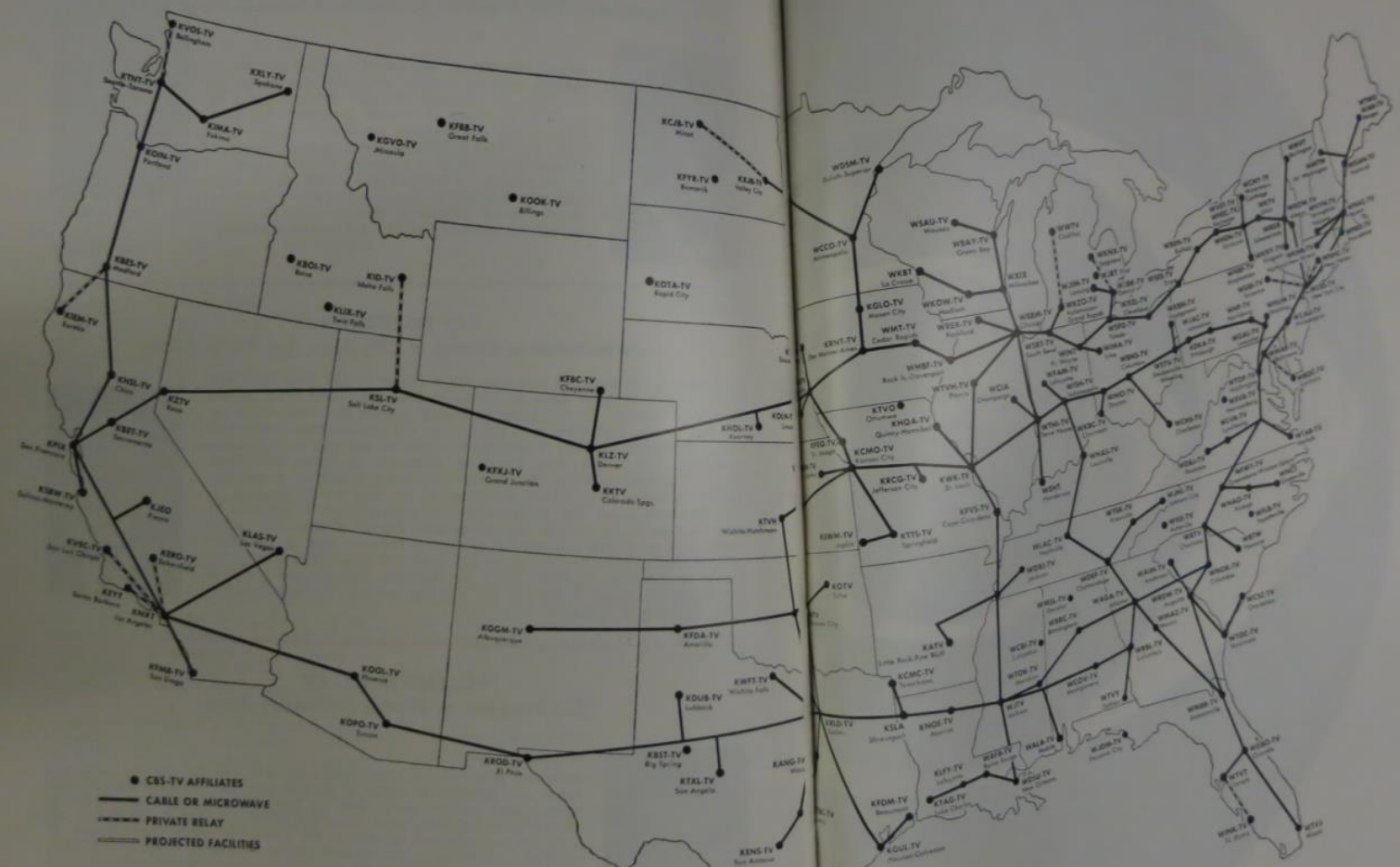
# Adoption of Broadcast Technology (000 Households)



# NATIONAL BROADCAST CASTING COMPANY



# CBS TELEVISION NETWORK

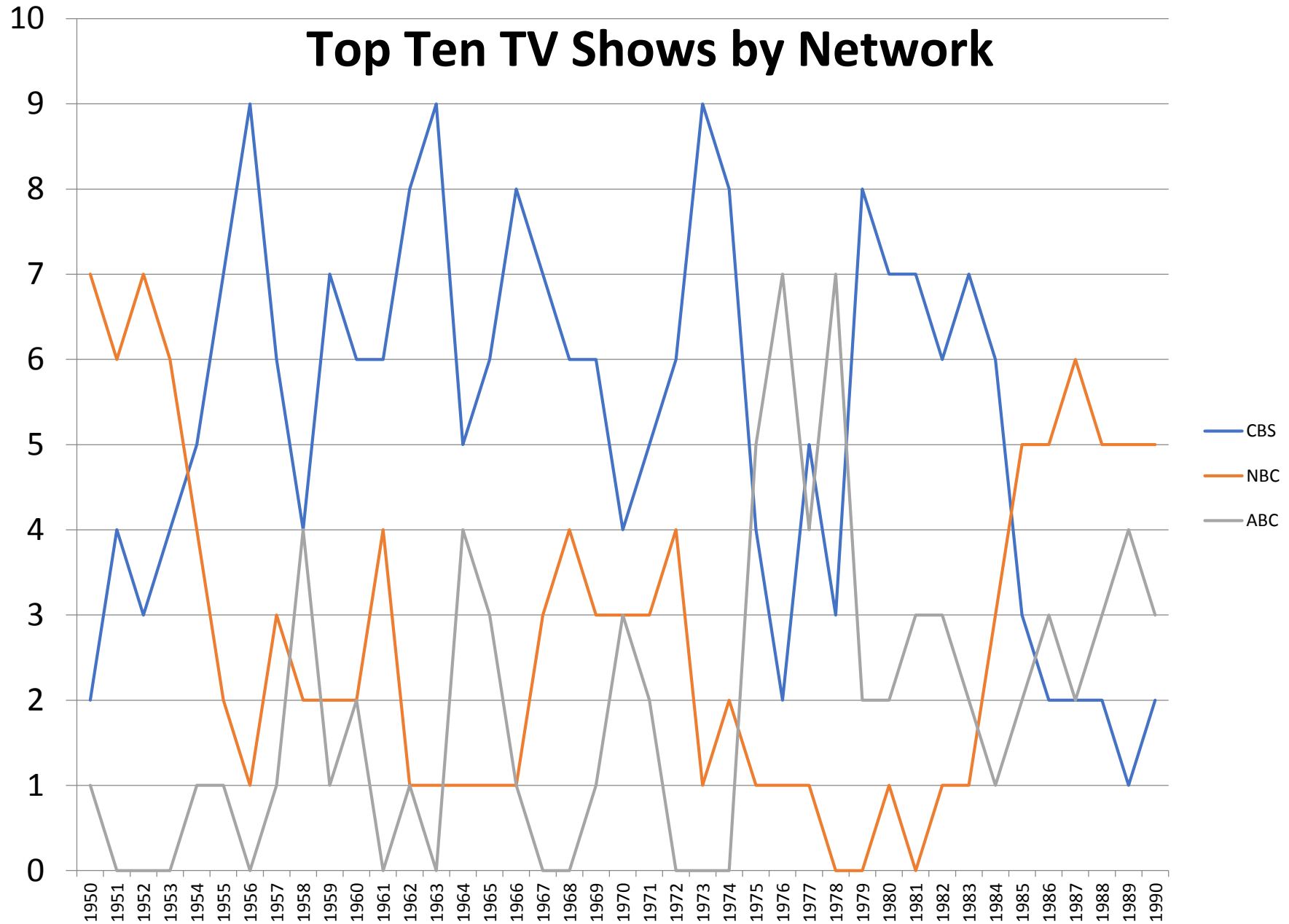


- CBS-TV AFFILIATES
- CABLE OR MICROWAVE
- - - PRIVATE RELAY
- ..... PROJECTED FACILITIES





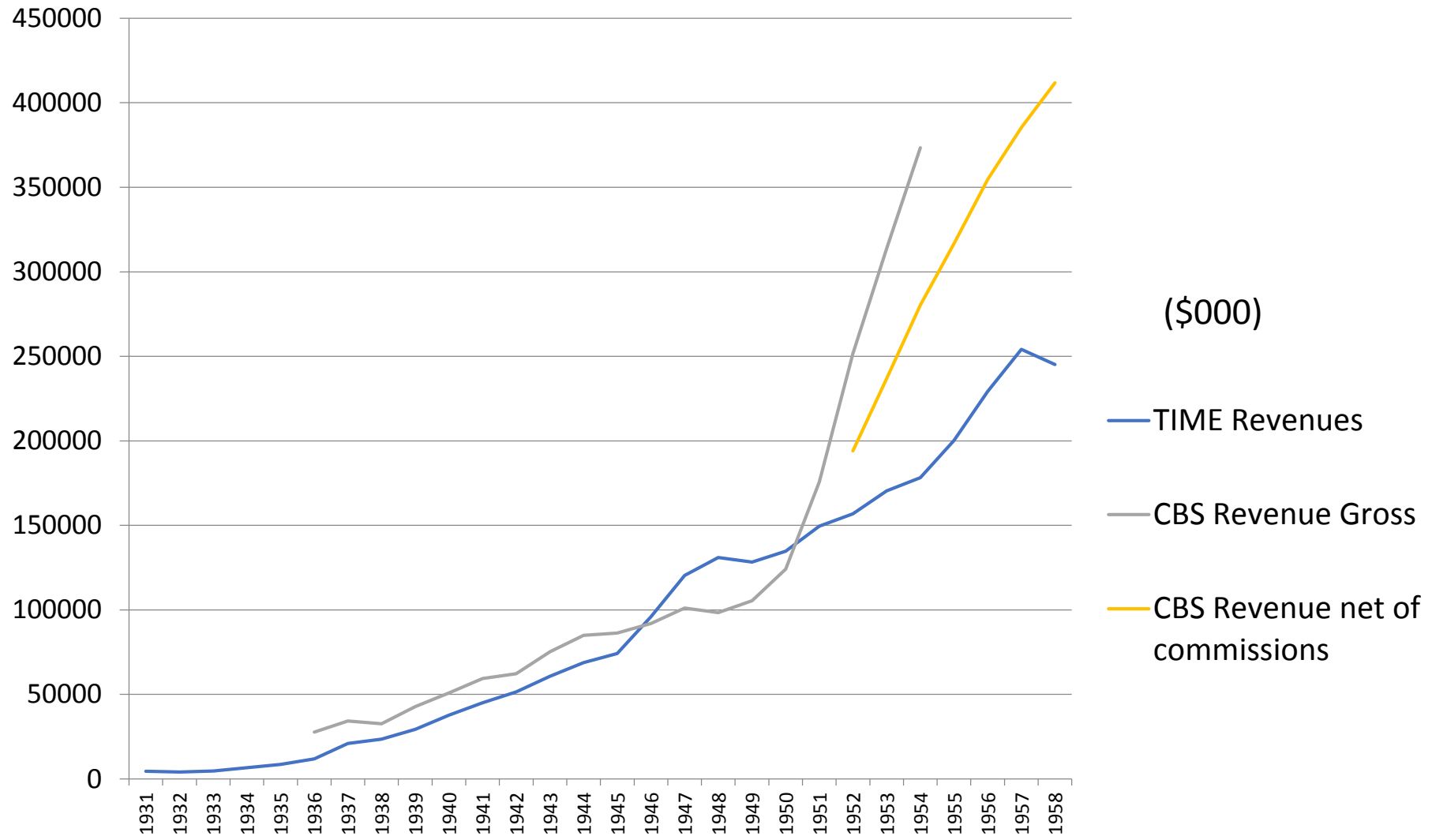
# Top Ten TV Shows by Network





# #1 Show Share (%) of TV Households





TOTAL VIEWER RANK	NETWORK	2017 VIEWERS	2016 VIEWERS	% CHANGE
1	CBS	7,996,000	8,845,000	-10%
2	NBC	7,284,000	8,494,000	-14%
3	ABC	5,592,000	6,315,000	-11%
4	Fox	4,733,000	5,068,000	-7%
5	Fox News Channel	2,423,000	2,424,000	0%
6	ESPN	1,904,000	1,855,000	3%
7	Univision	1,666,000	1,933,000	-14%
8	USA Network	1,662,000	1,771,000	-3%
9	MSNBC	1,615,000	1,079,000	50%
10	The CW	1,590,000	1,768,000	-10%
11	HGTV	1,530,000	1,580,000	-3%
12	TBS	1,500,000	1,648,000	-9%
13	Telemundo	1,379,000	1,507,000	-8%
14	Discovery	1,352,000	1,423,000	-5%
15	History	1,326,000	1,364,000	-3%

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