



**SOCIAL SCORECARD:
MEDIA PUBLISHERS RANKINGS
MARCH 2017**

 **Shareable**

ABOUT SHAREABLEE INC.

Launched in 2013, Shareablee Inc. (<http://www.shareablee.com>) is the leading authority on audience intelligence, competitive benchmarking and actionable insights for social media. The official social media analytics partner of comScore, Shareablee measures a census of global properties and collects brand audience and engagement data across Facebook, Twitter, Instagram, Google+, Tumblr and YouTube. To access and subscribe to the weekly scorecard, visit <http://insights.shareablee.com/social-scorecard-media-publishing>.

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TOP U.S. MEDIA PUBLISHERS OVERALL: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|----------------------------|--------------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | National Geographic | Twenty-First Century Fox, Inc. | 146.6M | 1K | 135K | 138.1M | 21.4M | 121.8M |
| 2 | UNILAD | UNILAD | 104.4M | 2K | 44K | 28.7M | 80M | 2.7B |
| 3 | Bleacher Report | Turner Digital | 96.1M | 4K | 23K | 15.2M | 57.8M | 221.3M |
| 4 | USA TODAY | Gannett Company | 55.5M | 6K | 9K | 17.8M | 13.2M | 66M |
| 5 | The Dodo | Group Nine Media | 43.6M | 1K | 32K | 10.5M | 34.2M | 777.6M |
| 6 | Tasty | BuzzFeed, Inc. | 36.2M | 933 | 141K | 94.8M | 55.2M | 857.5M |
| 7 | Complex | Complex Networks | 32.8M | 4K | 11K | 7.4M | 12.4M | 64.5M |
| 8 | National Geographic Travel | Twenty-First Century Fox, Inc. | 31.6M | 769 | 41K | 24.4M | 3M | 18.6M |
| 9 | HYPEBEAST | Hypebeast Limited | 29.2M | 4K | 7K | 7.5M | 1.8M | 13.5M |
| 10 | BuzzFeed | BuzzFeed, Inc. | 20.4M | 3K | 7K | 17.1M | 6.6M | 153.1M |

TOP U.S. AUTOMOTIVE PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-----------------------|------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Super Street Magazine | The Enthusiast Network | 4.1M | 344 | 12K | 7.1M | 131K | 1.5M |
| 2 | Autoblog | AOL, Inc. | 1M | 3K | 353 | 1.8M | 662K | 30.8M |
| 3 | Road & Track Magazine | Hearst Corporation | 796K | 908 | 877 | 2.3M | 18K | 253K |

TOP U.S. BUSINESS & FINANCE PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|------------------|---------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Business Insider | Axel Springer | 6.1M | 13K | 486 | 9.9M | 2.5M | 129.4M |
| 2 | The Economist | The Economist Group | 3.5M | 5K | 711 | 28.2M | 400K | 26M |
| 3 | Forbes | Forbes, Inc. | 2.5M | 3K | 807 | 18.3M | 45K | 3M |

TOP U.S. ENTERTAINMENT PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-----------|-------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | UNILAD | UNILAD | 104.4M | 2K | 44K | 28.7M | 80M | 2.7B |
| 2 | BuzzFeed | BuzzFeed, Inc. | 20.4M | 3K | 7K | 17.1M | 6.6M | 153.1M |
| 3 | Billboard | Prometheus Global Media | 15.9M | 4K | 4K | 16.2M | 4.3M | 69.2M |

TOP U.S. FAMILY PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|----------------|--------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Scary Mommy | Some Spider LLC | 6.5M | 2K | 3K | 3.8M | 726K | 23.8M |
| 2 | Fatherly | Fatherly | 2.6M | 2K | 2K | 1.8M | 2.4M | 112.2M |
| 3 | Real Housemoms | Real Housemoms LLC | 1.1M | 567 | 2K | 4.5M | 621K | 12.3M |

TOP U.S. FASHION & STYLE PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|--------------|-------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | HYPEBEAST | Hypebeast Limited | 29.2M | 4K | 6K | 7.5M | 1.1M | 13.5M |
| 2 | Highsnobiety | Titel Media | 9.4M | 3K | 3K | 3.9M | 433K | 8M |
| 3 | Vogue | Condé Nast | 9M | 5K | 2K | 36.8M | 1.1M | 16.5M |

TOP U.S. FOOD PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-----------|--------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Tasty | BuzzFeed, Inc. | 36.2M | 933 | 90K | 94.8M | 34.3M | 857.5M |
| 2 | Delish | Hearst Corporation | 18.1M | 2K | 8K | 12.2M | 15.2M | 529.4M |
| 3 | Tastemade | Tastemade, Inc. | 12.4M | 530 | 23K | 28.9M | 12.3M | 448.6M |

TOP U.S. GENERAL NEWS PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|---------------------|----------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | USA TODAY | Gannett Company | 55.5M | 6K | 9K | 17.8M | 10.2M | 66M |
| 2 | The Huffington Post | AOL, Inc. | 19.7M | 4K | 5K | 19.9M | 460K | 10.8M |
| 3 | The New York Times | The New York Times Company | 13M | 5K | 2K | 51.3M | 1.3M | 68.6M |

TOP U.S. HOME & GARDEN PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-------------------------|--------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Country Living Magazine | Hearst Corporation | 9M | 2K | 6K | 5.7M | 3M | 129.3M |
| 2 | Nifty Outdoors | BuzzFeed, Inc. | 8.6M | 36 | 239K | 894K | 8.6M | 443.4M |
| 3 | Tip Hero | Tipedia LLC | 8.3M | 757 | 11K | 20.1M | 6.4M | 191.8M |

TOP U.S. MEN'S INTEREST PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-------------|---------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Complex | Complex Networks | 32.8M | 4K | 8K | 7.4M | 12.4M | 64.5M |
| 2 | Playboy | Playboy Enterprises | 4.5M | 996 | 4K | 24.7M | 393K | 257K |
| 3 | GQ Magazine | Condé Nast | 2.9M | 2K | 1K | 8.3M | 266K | 8.2M |

TOP U.S. NATURE PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|---------------------|--------------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | National Geographic | Twenty-First Century Fox, Inc. | 146.6M | 1K | 135K | 138.1M | 21.4M | 121.8M |
| 2 | The Dodo | Group Nine Media | 43.6M | 1K | 31K | 10.5M | 33.2M | 777.6M |
| 3 | The Pet Collective | Jukin Media, Inc | 4.7M | 343 | 14K | 6.3M | 4.7M | 133.2M |

TOP U.S. POLITICAL PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|----------------|-------------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | The Hill | Capitol Hill Publishing Corp. | 13.1M | 13K | 998 | 3.2M | 1.2M | 32.9M |
| 2 | Breitbart | Breitbart News Network | 12.6M | 2K | 6K | 3.9M | 482K | 11.7M |
| 3 | Opposing Views | Render Media | 5.4M | 1K | 4K | 4.1M | 3.7M | 95.3M |

TOP U.S. SCIENCE & TECHNOLOGY PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-----------|-----------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | The Verge | Vox Media | 2.1M | 3K | 611 | 6.8M | 6.9M | 17.8M |
| 2 | WIRED | Condé Nast | 1M | 2K | 592 | 12M | 539K | 17.9M |
| 3 | CNET | CBS Interactive | 934K | 4K | 214 | 5.5M | 7.8M | 18.6M |

TOP U.S. SPORTS PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|-------------------|------------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Bleacher Report | Turner Digital | 96.1M | 4K | 23K | 15.2M | 57.2M | 221.3M |
| 2 | Thrasher Magazine | High Speed Productions, Inc. | 7.2M | 367 | 20K | 6.4M | 6.2M | 5.1M |
| 3 | SLAM Magazine | The Enthusiast Network | 6.4M | 2K | 3K | 3.9M | 2.2M | 18.7M |

TOP U.S. TEEN PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|--------------------|--------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Teen Vogue | Condé Nast | 5.9M | 3K | 2K | 11.7M | 486K | 2.1M |
| 2 | Seventeen Magazine | Hearst Corporation | 2.9M | 2K | 1K | 8.2M | 1.1M | 31.6M |
| 3 | J-14 Magazine | Bauer Publishing | 1.1M | 1K | 961 | 6.6M | 49K | 1.1M |

TOP U.S. TRAVEL PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|----------------------------|--------------------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | National Geographic Travel | Twenty-First Century Fox, Inc. | 31.6M | 769 | 41K | 24.4M | 3M | 18.6M |
| 2 | Condé Nast Traveler | Condé Nast | 3.6M | 2K | 2K | 4.7M | 251K | 7.1M |
| 3 | Travel + Leisure | Time Inc. | 2.2M | 2K | 937 | 8.3M | 620K | 14.3M |

TOP U.S. WOMEN'S INTEREST & LIFESTYLE PUBLISHERS: MARCH 2017

Based on Total Actions (reactions, comments, shares, retweets, likes and dislikes)

Sources:    

| Rank | Publisher | Parent Company | Total Actions | Total Content | Actions per Content | Total Audience | Total Video Actions | Total Video Views |
|------|------------------|--------------------|---------------|---------------|---------------------|----------------|---------------------|-------------------|
| 1 | Cosmopolitan | Hearst Corporation | 6M | 4K | 1K | 12.8M | 3.2M | 103.3M |
| 2 | Bustle | BDG Media Inc. | 5.5M | 2K | 3K | 3M | 654K | 14.5M |
| 3 | LittleThings.com | LittleThings, Inc. | 5.1M | 1K | 4K | 9.3M | 3.2M | 124.7M |