



**SOCIAL SCORECARD:
MEDIA PUBLISHERS RANKINGS
FEBRUARY 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: FEBRUARY 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	National Geographic Partners	110M	1K	115K	136M	19.9M	101M
2	UNILAD	UNILAD	102M	2.2K	47.1K	28M	75.5M	2.6B
3	Bleacher Report	Turner Digital	89.5M	3.5K	25.8K	14.9M	46.2M	296M
4	USA TODAY	Gannett Company	47.5M	6K	8K	16.5M	8.1M	37.3M
5	Tasty	BuzzFeed, Inc.	31.9M	0.3K	101K	93.5M	30.3M	800M
6	Complex	Complex Media, Inc.	30.3M	3.6K	8.4K	7.3M	3.6M	67.5M
7	The Dodo	Group Nine Media	29.8M	1.4K	20.6K	9.9M	23.8M	551M
8	National Geographic Travel	National Geographic Partners	26.7M	0.7K	37.3K	23.7M	2.5M	16.5M
9	HYPEBEAST	Hypebeast Limited	25.4M	3.9K	6.5K	7.4M	938K	15.2M
10	The Huffington Post	AOL, Inc.	22.7M	3.3K	6.9K	19.5M	704K	17.5M

TOP U.S. AUTOMOTIVE PUBLISHERS: FEBRUARY 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	2.6M	0.2K	11.9K	7.1M	79.6K	974K
2	Road & Track Magazine	Hearst Corporation	992K	1.2K	0.8K	2.3M	9.6K	126K
3	Motor Trend Magazine	The Enthusiast Network	675K	0.5K	1.4K	8.9M	120K	4.9M

TOP U.S. BUSINESS & FINANCE PUBLISHERS: FEBRUARY 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	6.6M	11K	0.6K	9.7M	1.5M	84.9M
2	The Economist	The Economist Group	3.1M	4.3K	0.7K	27.7M	206K	10.9M
3	Forbes	Forbes, Inc.	2.4M	2.7K	0.9K	17.9M	61.4K	3.4M

TOP U.S. ENTERTAINMENT PUBLISHERS: FEBRUARY 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	101.5M	2.2K	47.1K	28M	75.5M	2.6B
2	BuzzFeed	BuzzFeed, Inc.	21.8M	2.7K	8.2K	17.5M	6.4M	90.5M
3	E! News	NBCUniversal	18.4M	3.4K	5.4K	28.5M	2.3M	33.2M

TOP U.S. FAMILY PUBLISHERS: FEBRUARY 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	7.1M	1.7K	4.1K	3.7M	742K	33.8M
2	Real Housemoms	Real Housemoms LLC	1.2M	0.5K	2.4K	4.5M	634K	14M
3	PopSugar Moms	POPSUGAR, Inc.	1.2M	1.4K	0.8K	2.6M	628K	34.6M

TOP U.S. FASHION & STYLE PUBLISHERS: FEBRUARY 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	25.4M	3.9K	6.5K	7.4M	938K	15.2M
2	Vogue	Condé Nast	9.3M	4.6K	2K	36.4M	1.3M	9.7M
3	Sneakernews.com	Liquidrice, Inc.	7.7M	1.9K	4K	7M	558K	1.3M

TOP U.S. FOOD PUBLISHERS: FEBRUARY 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.	31.9M	0.3K	101K	93.5M	30.3M	800M
2	Delish	Hearst Corporation	18M	2.3K	7.7K	11.7M	15.3M	506M
3	Tastemade	Tastemade, Inc.	12.1M	0.4K	27.5K	28.5M	12M	356M

TOP U.S. GENERAL NEWS PUBLISHERS: FEBRUARY 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	47.5M	6K	8K	16.5M	8.1M	37.3M
2	The Huffington Post	AOL, Inc.	22.7M	3.3K	6.9K	19.5M	704K	17.5M
3	The New York Times	The New York Times Company	16.3M	4.8K	3.4K	50.6M	1.6M	81.3M

TOP U.S. HOME & GARDEN PUBLISHERS: FEBRUARY 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	Nifty	BuzzFeed, Inc.	9.1M	0.1K	114K	27.6M	8.8M	370M
2	Tip Hero	Tipedia LLC	8.4M	0.7K	12.2K	19.9M	6.5M	234M
3	Country Living Magazine	Hearst Corporation	8.1M	1.6K	4.9K	5.6M	2.1M	76.1M

TOP U.S. MEN'S INTEREST PUBLISHERS: FEBRUARY 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 Media, Inc.	30.3M	3.6K	8.4K	7.3M	3.6M	67.5M
2	GQ Magazine	Condé Nast	4.3M	2K	2.2K	8.2M	988K	31.1M
3	Playboy	Playboy Enterprises	3.9M	1K	4.1K	24.6M	189K	633K

TOP U.S. NATURE PUBLISHERS: FEBRUARY 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	National Geographic Partners	110M	1K	115K	136M	19.9M	101M
2	The Dodo	Group Nine Media	29.8M	1.4K	20.6K	9.9M	23.8M	551M
3	The Pet Collective	Jukin Media, Inc	3.2M	0.3K	11.2K	6.1M	3.2M	66.7M

TOP U.S. POLITICAL PUBLISHERS: FEBRUARY 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.	17.1M	11.6K	1.5K	3.1M	1.9M	42.1M
2	Breitbart	Breitbart News Network	15.2M	2.2K	7K	3.9M	402K	9.5M
3	Opposing Views	Render Media	5.5M	1.2K	4.5K	4M	3.3M	54.7M

TOP U.S. SCIENCE & TECHNOLOGY PUBLISHERS: FEBRUARY 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	1.8M	3.2K	0.6K	6.7M	490K	17.6M
2	Android Authority	Android Authority	1.2M	1.5K	0.8K	5.7M	252K	6.5M
3	Space.com	Purch Group	1M	0.8K	1.3K	3.6M	242K	4.9M

TOP U.S. SPORTS PUBLISHERS: FEBRUARY 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	89.5M	3.5K	25.8K	14.9M	46.2M	296M
2	SLAM Magazine	The Enthusiast Network	6.1M	2.1K	2.9K	3.9M	1.2M	1.7M
3	Thrasher Magazine	High Speed Productions, Inc.	5.4M	0.3K	16.6K	6.3M	4.6M	3.3M

TOP U.S. TEEN PUBLISHERS: FEBRUARY 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	6.5M	2.5K	2,6K	11.7M	415K	1.4M
2	Seventeen Magazine	Hearst Corporation	2.9M	2.9K	1K	8.2M	712K	19M
3	J-14 Magazine	Bauer Publishing	1.5M	1K	1.5K	6.6M	55K	1.2M

TOP U.S. TRAVEL PUBLISHERS: FEBRUARY 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	National Geographic Partners	26.7M	0.7K	37.3K	23.7M	2.5M	16.5M
2	Condé Nast Traveler	Condé Nast	3.4M	1.6K	2.2K	4.5M	250K	6.8M
3	Travel + Leisure	Time Inc.	2.3M	2.5K	0.9K	8.1M	363K	2.8M

TOP U.S. WOMEN'S INTEREST & LIFESTYLE PUBLISHERS: FEBRUARY 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	5.2K	1.2K	12.7M	2.2M	70.8M
2	Bustle	BDG Media Inc.	5M	1.9K	2.7K	3M	41.9K	1.3M
3	LittleThings.com	LittleThings, Inc.	4.8M	1.2K	3.9K	9.1M	2.6M	87.6M