



**SOCIAL SCORECARD:  
MEDIA PUBLISHERS RANKINGS  
DECEMBER 2016**

 **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: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	132,516,856	1,144	115,836	128,989,309	19,979,157	78,966,928
2	Bleacher Report	Turner Broadcasting System	73,804,381	3,271	22,563	13,336,052	39,540,992	285,796,078
3	Complex	Complex Media, Inc.	29,744,410	4,007	7,423	7,739,362	5,271,683	122,960,314
4	The Dodo	Discovery Communications	29,269,394	1,469	19,925	6,511,241	24,751,292	637,540,736
5	USA TODAY	Gannett Company	27,965,157	5,879	4,757	10,759,315	2,874,112	21,791,208
6	Tasty	BuzzFeed, Inc.	27,376,990	284	96,398	84,541,852	25,575,260	719,024,227
7	National Geographic Travel	National Geographic Partners	25,503,130	727	35,080	21,718,025	2,013,870	6,231,954
8	BuzzFeed	BuzzFeed, Inc.	21,039,381	2,489	8,453	16,286,628	6,425,239	95,662,935
9	HYPEBEAST	Hypebeast Limited	17,033,408	3,811	4,470	6,810,898	374,350	7,438,586
10	Delish	Hearst Corporation	14,607,196	2,635	5,544	8,262,281	12,594,578	410,718,851

## TOP U.S. AUTOMOTIVE PUBLISHERS: DECEMBER 2016

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

Sources:    

Rank	Publisher	Parent Company	Total Actions	Total Content	Actions per Content	Total Audience	Total Video Actions	Total Video Views
1	Road & Track Magazine	Hearst Corporation	1,050,470	1,528	687	2,206,316	9,502	189,710
2	Motor Trend Magazine	The Enthusiast Network	813,534	481	1,691	8,655,471	282,865	9,648,206
3	Jalopnik	Univision Communications	398,749	1,822	219	746,960	7,190	395,057

## TOP U.S. BUSINESS &amp; FINANCE PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	5,170,820	11,523	449	8,804,288	1,811,099	99,548,005
2	The Economist	The Economist Group	2,971,288	3,892	763	26,235,235	194,837	9,868,197
3	Forbes	Forbes, Inc.	1,827,156	2,736	668	16,725,794	45,839	3,605,312

## TOP U.S. ENTERTAINMENT PUBLISHERS: DECEMBER 2016

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

Sources:    

Rank	Publisher	Parent Company	Total Actions	Total Content	Actions per Content	Total Audience	Total Video Actions	Total Video Views
1	BuzzFeed	BuzzFeed, Inc.	21,039,381	2,489	8,453	16,286,628	6,425,239	95,662,935
2	E! News	NBCUniversal	14,051,469	3,478	4,040	27,606,946	972,968	23,367,492
3	Billboard	Prometheus Global Media	12,554,821	4,452	2,820	14,946,617	3,730,896	59,261,467

## TOP U.S. FAMILY PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	7,244,243	1,712	4,231	3,350,187	671,999	29,273,448
2	PopSugar Moms	POPSUGAR, Inc.	1,251,343	1,528	819	2,504,562	681,576	47,131,685
3	Babble	Disney Interactive Media Group	462,923	757	612	1,497,850	120,536	6,142,746

## TOP U.S. FASHION &amp; STYLE PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	17,033,408	3,811	4,470	6,810,898	374,350	7,438,586
2	Sneakernews.com	Liquidrice, Inc.	8,092,915	1,988	4,071	6,694,829	1,846,341	1,848,633
3	Highsnobiety	Titel Media	6,599,794	2,439	2,706	3,553,998	217,901	9,523,798

## TOP U.S. FOOD PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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.	27,376,990	284	96,398	84,541,852	25,575,260	719,024,227
2	Delish	Hearst Corporation	14,607,196	2,635	5,544	8,262,281	12,594,578	410,718,851
3	Tastemade	Tastemade, Inc.	13,930,957	490	28,431	25,337,929	13,864,902	426,558,509

## TOP U.S. GENERAL NEWS PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	27,965,157	5,879	4,757	10,759,315	2,874,112	21,791,208
2	The Huffington Post	AOL, Inc.	14,489,815	3,276	4,423	18,325,908	485,936	16,519,124
3	The New York Times	The New York Times Company	10,720,776	4,766	2,249	47,552,653	1,086,389	69,425,288

## TOP U.S. HOME &amp; GARDEN PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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.	7,825,887	79	99,062	23,153,154	7,419,128	398,701,486
2	Tip Hero	Tipedia LLC	5,994,945	764	7,847	18,776,711	3,938,917	112,416,805
3	Country Living Magazine	Hearst Corporation	4,393,035	1,922	2,286	5,199,579	773,160	23,246,447

## TOP U.S. MEN'S INTEREST PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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.	29,744,410	4,007	7,423	7,739,362	5,271,683	122,960,314
2	Playboy	Playboy Enterprises	4,544,652	1,022	4,447	24,914,376	70,060	1,081,731
3	GQ Magazine	Condé Nast	2,864,992	2,128	1,346	7,485,931	594,378	28,493,247

## TOP U.S. NATURE PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	132,516,856	1,144	115,836	128,989,309	19,979,157	78,966,928
2	The Dodo	Discovery Communications	29,269,394	1,469	19,925	6,511,241	24,751,292	637,540,736
3	National Geographic Magazine	National Geographic Partners	1,204,782	309	3,899	21,645,079	102,262	1,809,857



## TOP U.S. POLITICAL PUBLISHERS: DECEMBER 2016

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

Sources:    

Rank	Publisher	Parent Company	Total Actions	Total Content	Actions per Content	Total Audience	Total Video Actions	Total Video Views
1	Breitbart	Breitbart News Network	13,992,483	2,488	5,624	3,459,281	250,195	0
2	The Hill	Capitol Hill Publishing Corp.	4,635,637	11,410	406	2,495,844	82,156	3,311,806
3	The Political Insider	The Political Insider LLC	4,263,198	1,295	3,292	2,800,291	467,809	2,175,586

## TOP U.S. SCIENCE &amp; TECHNOLOGY PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	1,814,841	2,902	625	6,214,621	728,929	34,354,513
2	WIRED	Condé Nast	1,146,485	2,578	445	11,093,781	256,425	15,023,444
3	Gizmodo	Univision Communications	984,141	2,805	351	3,825,006	24,521	1,304,244

## TOP U.S. SPORTS PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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 Sports	73,804,381	3,271	22,563	13,336,052	39,540,992	285,796,078
2	Thrasher Magazine	High Speed Productions, Inc.	5,598,434	350	15,996	6,114,041	4,567,345	5,837,049
3	SLAM Magazine	The Enthusiast Network	4,593,854	1,795	2,559	3,817,735	1,263,262	4,447,128

## TOP U.S. TEEN PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	7,095,306	3,046	2,329	11,071,003	317,987	2,021,507
2	Seventeen Magazine	Hearst Corporation	3,245,777	3,184	1,019	7,857,978	847,036	34,847,498
3	J-14 Magazine	Bauer Publishing	1,813,339	1,111	1,632	6,610,159	100,997	1,592,707

## TOP U.S. TRAVEL PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	25,503,130	727	35,080	21,718,025	2,013,870	6,231,954
2	Condé Nast Traveler	Condé Nast	3,063,503	1,868	1,640	3,995,205	244,520	9,111,942
3	Travel + Leisure	Time Inc.	1,927,782	2,799	689	7,624,752	106,860	1,727,398

## TOP U.S. WOMEN'S INTEREST &amp; LIFESTYLE PUBLISHERS: DECEMBER 2016

Based on Total Actions (reactions, comments, shares, retweets 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	6,194,742	5,424	1,142	12,342,806	2,452,529	107,866,755
2	LittleThings.com	LittleThings, Inc.	5,298,986	1,427	3,713	8,312,482	2,755,494	90,772,495
3	Bustle	BDG Media Inc.	5,229,964	2,056	2,544	2,591,345	16,683	2,840,008