AUDIENCE
AT-A-GLANCE

Popular Mechanics is a trusted resource that inspires our audience to learn, make, discover, and command the world around them.

17.5M+ Total Audience Footprint

11.9M+
Digital & Social Audience

5.69M+
Print Readers

Source: MRI-Simmons USA Spring DoubleBase 2023; September 2023 comScore Multi-Platform; 2023 Social Comp Report