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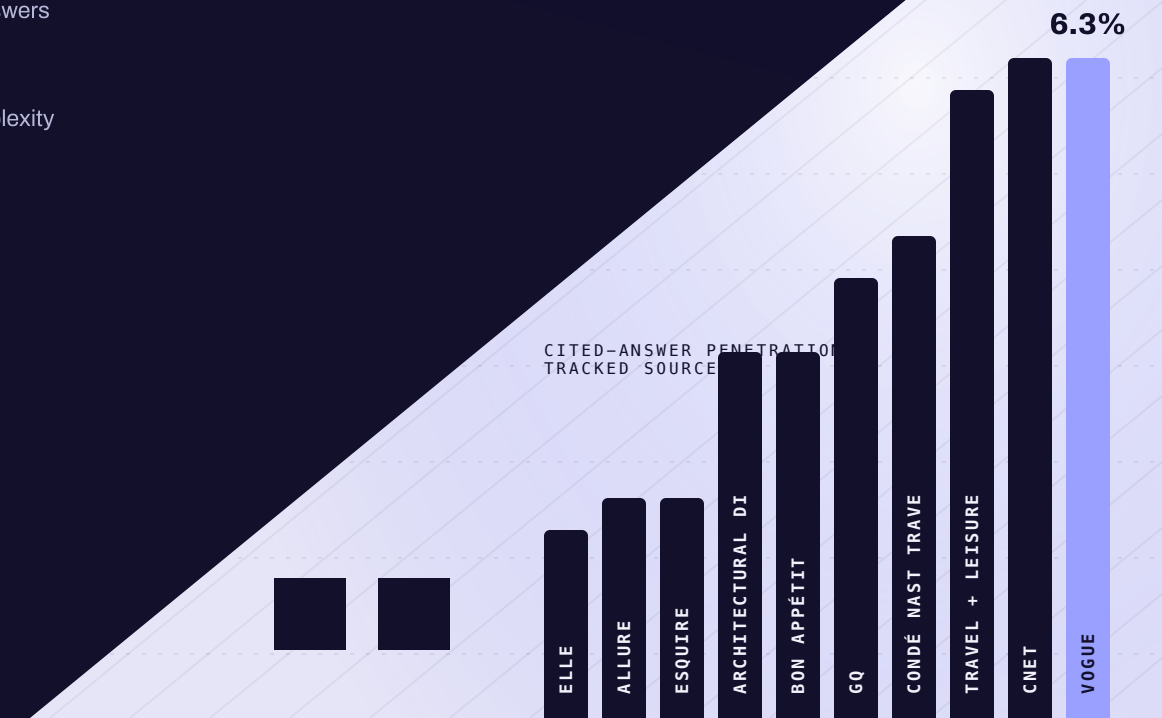
PUBLISHERS CITATION INDEX 2.0

Which publishers AI engines cite
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 46 Google AI Overviews

Prepared by :
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AT A GLANCE

CNET and Vogue tie at the top. Nine others are within their margin.

CNET and Vogue tie at the top: 18/285 each (6.3%; 95% interval 4.0–9.8%). 9 others are within their margin (Travel + Leisure, Condé Nast Traveler, GQ, Architectural Digest, Bon Appétit, Allure, Esquire, ELLE and The New Yorker), so no sole leader is established. CNET and Vogue are tied at the top; display order does not break the tie. Top untracked domain: en.wikipedia.org, cited in 56/285 grounded answers (19.6%; 95% interval 15.5–24.7%). It exceeds the tracked leader CNET (18/285); intervals do not overlap.

Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

6.3%
of 285 grounded answers cited CNET (18/285)

16
tracked sources cited at least once (of 20)

93.9%
of Google searches showed an AI Overview (46 of 49)

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KEY FINDINGS

01 What the data shows

MEASURED LEADER

CNET

CNET and Vogue tie at the top: 18/285 each (6.3%; 95% interval 4.0–9.8%). 9 others are within their margin (Travel + Leisure, Condé Nast Traveler, GQ, Architectural Digest, Bon Appétit, Allure, Esquire, ELLE and The New Yorker), so no sole leader is established. CNET and Vogue are tied at the top; display order does not break the tie.

NAMED FIRST

27/288 (9.4%)

CNET was the first brand named in 27 of 288 answers, more than any other tracked brand. Its average first position was 1.1.

OWN-SITE CITATIONS

18/285 (6.3%)

CNET's own domains were cited in 18 of 285 grounded answers, more than any other tracked brand. Vogue followed at 18 of 285. 4 of 20 tracked brands had 0 of 285.

AIO TRIGGER

46/49 (93.9%)

Google AI Overviews appeared on 46 of 49 searches (CI 83.5–97.9%). On the other 3, no overview was shown.

AIO LEADER

5/46 (10.9%)

The Atlantic was the brand named most often in AI Overviews, at 5 of 46, followed by The New Yorker at 4 of 46 (8.7%). In the four-engine set, The Atlantic was named in 3 of 288 answers (1.1%).

TOP DOMAIN

56/285 (19.6%)

en.wikipedia.org was cited in 56 of 285 grounded four-engine answers, with 97 of 2,438 citations (4%). pcmag.com came second with 48 citations in 24 answers (8.4%).

NO TRACKED NAME

0/12 (0.0%)

For 'Which smartphones have the best cameras in 2026?', none of the tracked brands was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 285 grounded answers; not textual mentions.

	BRAND	RATE	NAMED IN
1	CNET	6.3%	18/285
2	Vogue	6.3%	18/285
3	Travel + Leisure	6.0%	17/285
4	Condé Nast Traveler	4.6%	13/285
5	GQ	4.2%	12/285
6	Architectural Digest	3.5%	10/285
7	Bon Appétit	3.5%	10/285
8	Allure	2.1%	6/285
9	Esquire	2.1%	6/285
10	ELLE	1.8%	5/285
11	The New Yorker	1.8%	5/285
12	Harper's Bazaar	1.4%	4/285
13	Serious Eats	1.1%	3/285
14	The Atlantic	1.1%	3/285
15	The Verge	1.1%	3/285

02 THE LEADERBOARD

The full list

Tracked platforms only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	CNET	18/285	6.3%	4–9.8%	1.1	6.3% (18/285)	0.7%
2	Vogue	18/285	6.3%	4–9.8%	1.4	6.3% (18/285)	1.1%
3	Travel + Leisure	17/285	6%	3.8–9.3%	1.2	6% (17/285)	0.8%
4	Condé Nast Traveler	13/285	4.6%	2.7–7.6%	1.4	4.6% (13/285)	0.7%
5	GQ	12/285	4.2%	2.4–7.2%	2.9	4.2% (12/285)	1.1%
6	Architectural Digest	10/285	3.5%	1.9–6.3%	1	3.5% (10/285)	1.1%
7	Bon Appétit	10/285	3.5%	1.9–6.3%	1.7	3.5% (10/285)	0.4%
8	Allure	6/285	2.1%	1–4.5%	2.8	2.1% (6/285)	0.3%
9	Esquire	6/285	2.1%	1–4.5%	2.7	2.1% (6/285)	0.2%
10	ELLE	5/285	1.8%	0.8–4%	3.3	1.8% (5/285)	0.2%
11	The New Yorker	5/285	1.8%	0.8–4%	1.3	1.8% (5/285)	0.2%
12	Harper's Bazaar	4/285	1.4%	0.5–3.6%	2	1.4% (4/285)	0.2%
13	Serious Eats	3/285	1.1%	0.4–3%	1	1.1% (3/285)	0.1%
14	The Atlantic	3/285	1.1%	0.4–3%	1.6	1.1% (3/285)	0.2%
15	The Verge	3/285	1.1%	0.4–3%	1.6	1.1% (3/285)	0.1%
16	WIRED	1/285	0.4%	0.1–2%	3	0.4% (1/285)	0%
17	Food & Wine	0/285	0%	0–1.3%	1.5	0% (0/285)	0%
18	Glamour	0/285	0%	0–1.3%	7	0% (0/285)	0%
19	New York Magazine	0/285	0%	0–1.3%	2.1	0% (0/285)	0%
20	Vanity Fair	0/285	0%	0–1.3%	3.9	0% (0/285)	0%

02

UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include en.wikipedia.org (56 answers), youtube.com (32 answers), techradar.com (25 answers), pcmag.com (24 answers), tomsguide.com (22 answers), consumerreports.org (20 answers), timeout.com (16 answers), lonelyplanet.com (12 answers), nytimes.com (12 answers), whowhatwear.com (12 answers). Some were cited as often as or more than the tracked leaders.

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
en.wikipedia.org	56/285	19.6%	4.0%
youtube.com	32/285	11.2%	1.3%
techradar.com	25/285	8.8%	1.2%
pcmag.com	24/285	8.4%	2.0%
tomsguide.com	22/285	7.7%	1.0%
consumerreports.org	20/285	7.0%	1.4%
timeout.com	16/285	5.6%	1.3%
lonelyplanet.com	12/285	4.2%	0.6%
nytimes.com	12/285	4.2%	0.6%
whowhatwear.com	12/285	4.2%	0.8%
marieclaire.com	11/285	3.9%	0.6%
reddit.com	11/285	3.9%	0.5%
digitaltrends.com	10/285	3.5%	0.4%
expedia.com	10/285	3.5%	0.6%
feedspot.com	10/285	3.5%	0.4%
guide.michelin.com	10/285	3.5%	0.5%
medium.com	10/285	3.5%	0.5%
ranker.com	10/285	3.5%	0.4%
rtings.com	10/285	3.5%	0.5%
theinfatuation.com	10/285	3.5%	0.4%

02 TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	**CNET**	31/288	10.8%	27
2	**Vogue**	28/288	9.7%	23
3	**The New Yorker**	26/288	9.0%	19
4	**GQ**	25/288	8.7%	13
5	**The Atlantic**	21/288	7.3%	8
6	**Travel + Leisure**	21/288	7.3%	16
7	**Vanity Fair**	18/288	6.3%	0
8	**Condé Nast Traveler**	17/288	5.9%	11
9	**Bon Appétit**	16/288	5.6%	10
10	**ELLE**	15/288	5.2%	0
11	**Harper's Bazaar**	14/288	4.9%	0
12	**Architectural Digest**	13/288	4.5%	13
13	**New York Magazine**	12/288	4.2%	5
14	**The Verge**	12/288	4.2%	5
15	**Allure**	10/288	3.5%	6
16	**Esquire**	9/288	3.1%	0
17	**Serious Eats**	8/288	2.8%	8
18	**WIRED**	8/288	2.8%	1
19	**Food & Wine**	6/288	2.1%	3
20	**Glamour**	1/288	0.3%	0

PROFILES

03 The top eight, side by side

RANK 1

CNET

6%

Cited in 18/285 grounded answers · 95% interval 4.0–9.8%

1.1	6.3%	0.7%
first-mention position	owned-domain citation (18/285)	citation share

RANK 2

Vogue

6%

Cited in 18/285 grounded answers · 95% interval 4.0–9.8%

1.4	6.3%	1.1%
first-mention position	owned-domain citation (18/285)	citation share

RANK 3

Travel + Leisure

6%

Cited in 17/285 grounded answers · 95% interval 3.8–9.3%

1.2	6%	0.8%
first-mention position	owned-domain citation (17/285)	citation share

RANK 4

Condé Nast Traveler

5%

Cited in 13/285 grounded answers · 95% interval 2.7–7.6%

1.4	4.6%	0.7%
first-mention position	owned-domain citation (13/285)	citation share

RANK 5

GQ

4%

Cited in 12/285 grounded answers · 95% interval 2.4–7.2%

2.9	4.2%	1.1%
first-mention position	owned-domain citation (12/285)	citation share

RANK 6

Architectural Digest

4%

Cited in 10/285 grounded answers · 95% interval 1.9–6.3%

1	3.5%	1.1%
first-mention position	owned-domain citation (10/285)	citation share

RANK 7

Bon Appétit

4%

Cited in 10/285 grounded answers · 95% interval 1.9–6.3%

1.7	3.5%	0.4%
first-mention position	owned-domain citation (10/285)	citation share

RANK 8

Allure

2%

Cited in 6/285 grounded answers · 95% interval 1.0–4.5%

2.8	2.1%	0.3%
first-mention position	owned-domain citation (6/285)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Vogue	**12.5%**
Travel + Leisure	**11.1%**
Condé Nast Traveler	**9.7%**
Bon Appétit	**9.7%**
GQ	**8.3%**
The New Yorker	**6.9%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

CNET	**0%**
Vogue	**0%**
Travel + Leisure	**0%**
Condé Nast Traveler	**0%**
GQ	**0%**
Architectural Digest	**0%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

CNET	**16.7%**
Vogue	**0%**
Travel + Leisure	**0%**
Condé Nast Traveler	**0%**
GQ	**0%**
Architectural Digest	**0%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Vogue	**12.5%**
Travel + Leisure	**12.5%**
CNET	**8.3%**
Condé Nast Traveler	**8.3%**
GQ	**8.3%**
Architectural Digest	**8.3%**

04

BY SECTOR

Which platforms each sector cites

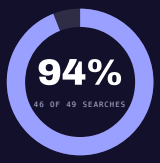
Up to three tracked platforms cited in the most grounded answers per sector (three questions each), as cited answers / grounded answers. Platforms with no citations are left out.

SECTOR	FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS	GOOGLE AI OVERVIEWS
Beauty	**Allure (6/24)**	None cited
Culture and politics	**The New Yorker (5/36), The Atlantic (3/36)**	The Atlantic (1/7)
Fashion	**Vogue (12/36), ELLE (5/36), Harper's Bazaar (4/36)**	New York Magazine (1/5), Vogue (1/5)
Food	**Bon Appétit (10/48), Serious Eats (3/48), Condé Nast Traveler (1/48)**	Bon Appétit (3/5), Serious Eats (3/5)
Home design	**Architectural Digest (10/24)**	Architectural Digest (1/3)
Men's style	**GQ (12/24), Esquire (6/24), Vogue (5/24)**	Vogue (3/5), GQ (1/5)
Technology	**CNET (18/45), The Verge (3/45), WIRED (1/45)**	CNET (1/8)
Travel	**Travel + Leisure (14/48), Condé Nast Traveler (12/48)**	Condé Nast Traveler (1/9)

GOOGLE AI OVERVIEWS

05 The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

46 of 49 successful searches showed an AI Overview. Vogue was cited in 4/46 overviews (8.7%). Bon Appétit was cited in 3/46 overviews (6.5%). Serious Eats was cited in 3/46 overviews (6.5%). CNET was cited in 1/46 overviews (2.2%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	Vogue	8.7%	▲ 1
2	Bon Appétit	6.5%	▲ 5
3	Serious Eats	6.5%	▲ 10
4	CNET	2.2%	▼ 3
5	Condé Nast Traveler	2.2%	▼ 1
6	GQ	2.2%	▼ 1
7	Architectural Digest	2.2%	▼ 1
8	The Atlantic	2.2%	▲ 6
9	New York Magazine	2.2%	▲ 10
10	Travel + Leisure	0.0%	▼ 7

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

Vogue 50%

ELLE	33.3%
Harper's Bazaar	33.3%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

Condé Nast Traveler 8.3%

TIED WITH VOGUE

Vogue	8.3%
Allure	0%

AI Overview shown on 0 of 0 successful searches

Q03 · 12 GROUNDED ANSWERS

CNET 50%

Allure	0%
Architectural Digest	0%

AI Overview shown on 2 of 2 successful searches

Q04 · 12 GROUNDED ANSWERS

Condé Nast Traveler 33.3%

TIED WITH TRAVEL + LEISURE

Travel + Leisure	33.3%
Allure	0%

AI Overview shown on 3 of 3 successful searches

Q05 · 12 GROUNDED ANSWERS

The New Yorker 16.7%

Allure	0%
Architectural Digest	0%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

GQ 50%

Vogue	41.7%
Esquire	25%

AI Overview shown on 3 of 3 successful searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,438 citations in total. en.wikipedia.org was cited most often, with 97 citations (4%) across 56 answers. Next came pcmag.com (48), consumerreports.org (33), youtube.com (32), timeout.com (31), techradar.com (29).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

en.wikipedia.org	**19.6%**
youtube.com	**11.2%**
techradar.com	**8.8%**
pcmag.com	**8.4%**
tomsguide.com	**7.7%**
consumerreports.org	**7%**
vogue.com	**6.3%**
cnet.com	**6.3%**
travelandleisure.com	**6%**
timeout.com	**5.6%**

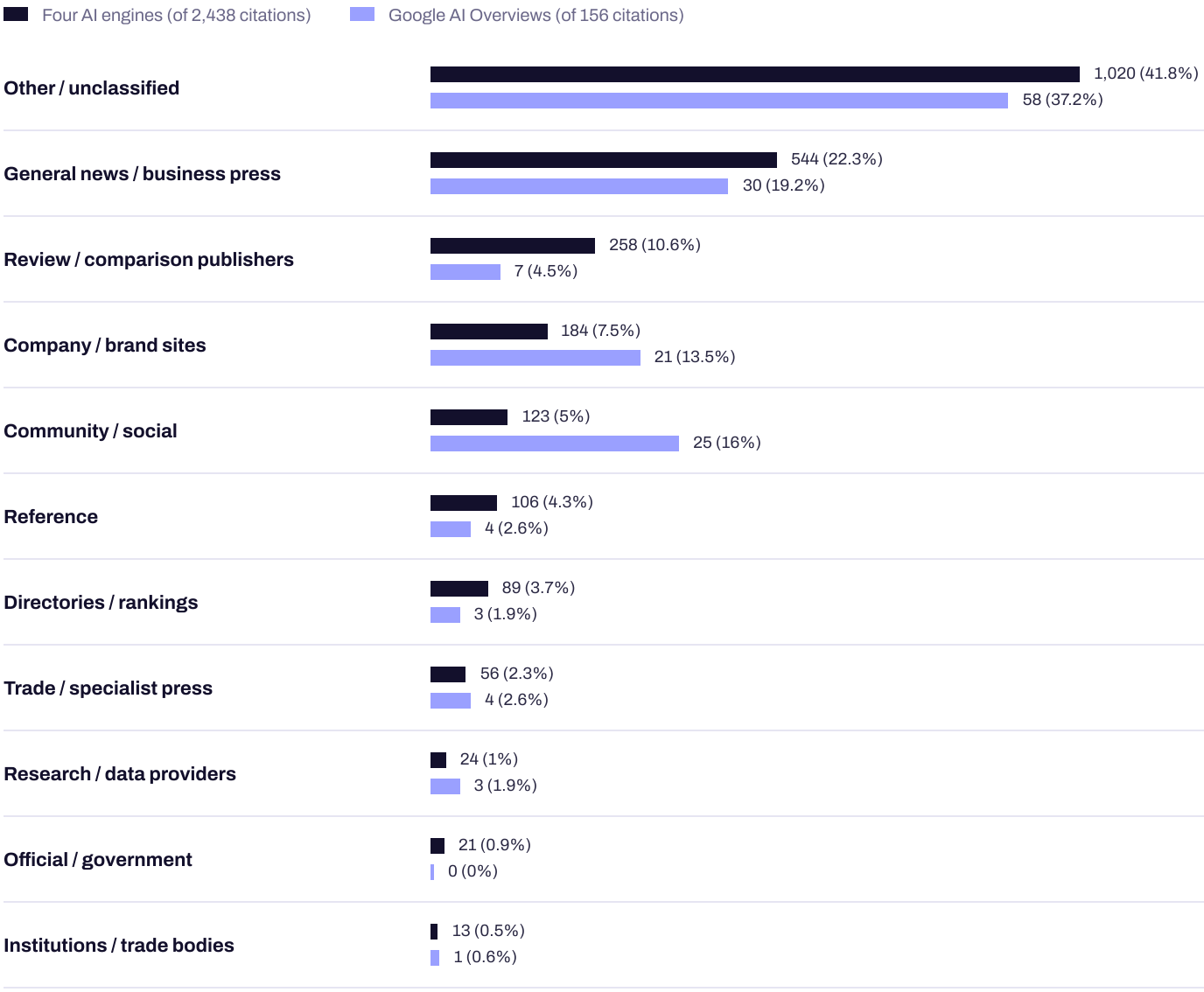
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

youtube.com	**21.7%**
vogue.com	**8.7%**
reddit.com	**8.7%**
josbank.com	**6.5%**
laptopmedia.com	**6.5%**
mizzenandmain.com	**6.5%**
allrecipes.com	**6.5%**
americastestkitchen.com	**6.5%**
bonappetit.com	**6.5%**
halfbakedharvest.com	**6.5%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can publishers improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Vogue's own domains were cited in 6.3% of grounded answers, CNET's in 6.3% and Travel + Leisure's in 6.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 19.6% of grounded answers), youtube.com (11.2%), techradar.com (8.8%), pcmag.com (8.4%) and tomsguide.com (7.7%). General news and business press supplied 22.3% of citations and review and comparison publishers 10.6%.
Check each engine separately.	ChatGPT named Bon Appétit in 12.5% of answers against 0.0% on Perplexity. ChatGPT named Travel + Leisure in 15.3% of answers against 4.2% on Claude.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which tracked sources are cited most often?

CNET and Vogue tie at the top: 18/285 each (6.3%; 95% interval 4.0–9.8%). 9 others are within their margin (Travel + Leisure, Condé Nast Traveler, GQ, Architectural Digest, Bon Appétit, Allure, Esquire, ELLE and The New Yorker), so no sole leader is established. CNET and Vogue are tied at the top; display order does not break the tie.

Q2 Which brand is named first most often?

CNET was the first brand named in 27 of 288 answers, with an average first position of 1.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 46 of 49 searches (93.9%, CI 83.5–97.9%). Within those 46 overviews, The Atlantic was named most often, in 5 (10.9%).

Q4 Which sources do the engines cite?

Across 2,438 four-engine citations, en.wikipedia.org was cited most (97 citations, in 56 of 285 grounded answers), followed by pcmag.com (48 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	49
questions		runs each		AI engines		answers		Google searches · 46 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	49	46 shown	46

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 20 tracked publications are ranked; results are not an exhaustive market ranking.
- 337 of 360 planned results were returned. 23 AI Overview lookups were excluded after at most three total attempts.
- 49 successful Google searches: 46 overviews shown; 3 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Names that are also common words (such as Vogue, Wired, Glamour, Allure, Esquire, ELLE and Bon Appétit) were counted only when they clearly referred to the publication, and short forms such as Traveler, Atlantic, AD or Bazaar on their own were not counted.
- Rankings and grades in the earlier version are not part of this measurement.
- 9 answers that named only ELLE Decor, a separate home-design magazine, are not counted for ELLE.
- Allure and Architectural Digest were added as two more Condé Nast titles. Each title is ranked on its own, with no Condé Nast total, and nymag.com is counted as New York Magazine.
- The ranking covers tracked sources only. Untracked cited domains include en.wikipedia.org (56 answers), youtube.com (32 answers), techradar.com (25 answers), pcmag.com (24 answers), tomsguide.com (22 answers), consumerreports.org (20 answers), timeout.com (16 answers), lonelyplanet.com (12 answers), nytimes.com (12 answers), whowhatwear.com (12 answers). Some were cited as often as or more than the tracked leaders.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

12 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the biggest fashion trends this fall?	Publishers Index 2.0	CORE QUESTION
02	What are the best new restaurants in New York this year?	Publishers Index 2.0	CORE QUESTION
03	Which smartphones have the best cameras in 2026?	Publishers Index 2.0	CORE QUESTION
04	What are the best places to travel in Europe in the fall?	Publishers Index 2.0	CORE QUESTION
05	Which magazines publish the best long-form journalism on politics and culture?	Publishers Index 2.0	CORE QUESTION
06	How should a man dress for a summer wedding?	Publishers Index 2.0	CORE QUESTION
07	What are some easy weeknight dinner recipes?	Publishers Index 2.0	CORE QUESTION
08	What are the best beauty products launched this year?	Publishers Index 2.0	CORE QUESTION
09	What are the best hotels in Paris?	Publishers Index 2.0	CORE QUESTION
10	Which magazines are most influential in fashion?	Publishers Index 2.0	CORE QUESTION
11	Where can I read reliable reviews of new tech gadgets?	Publishers Index 2.0	CORE QUESTION
12	What are good home design ideas for a small apartment?	Publishers Index 2.0	CORE QUESTION
13	Which publications cover independent fashion designers in the US?	Publishers Index 2.0	ADDED QUESTION
14	Where can I read reporting on how American culture is changing?	Publishers Index 2.0	ADDED QUESTION
15	Which publications compare laptop performance and battery life?	Publishers Index 2.0	ADDED QUESTION
16	Which websites publish tested recipes for vegetarian dinners?	Publishers Index 2.0	ADDED QUESTION
17	Which publications cover sustainable tourism and local travel?	Publishers Index 2.0	ADDED QUESTION
18	Which websites compare sunscreen ingredients and performance?	Publishers Index 2.0	ADDED QUESTION
19	Which publications cover men's tailoring and footwear?	Publishers Index 2.0	ADDED QUESTION
20	Which websites cover kitchen renovations and interior architecture?	Publishers Index 2.0	ADDED QUESTION
21	Where can I read in-depth profiles of contemporary artists?	Publishers Index 2.0	ADDED QUESTION
22	Which publications review smart home devices?	Publishers Index 2.0	ADDED QUESTION
23	Which publications cover restaurant openings across the US?	Publishers Index 2.0	ADDED QUESTION
24	Which websites cover affordable weekend trips in the US?	Publishers Index 2.0	ADDED QUESTION

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