

Annual Frequency: 10 times/year
Field Served: Woman's Service Field.
Published by: Hearst Communications

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
3,006,564	249,226	3,255,790	3,250,000	5,790

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Feb	2,846,873	60,515	2,907,388	86,473		86,473	2,993,861	240,000	233	240,233	3,173,346	60,748	3,234,094
Mar	2,845,610	59,723	2,905,333	86,473		86,473	2,991,806	240,000	229	240,229	3,172,083	59,952	3,232,035
Apr	2,836,845	58,805	2,895,650	86,473		86,473	2,982,123	275,000	204	275,204	3,198,318	59,009	3,257,327
May	2,869,089	59,220	2,928,309	86,473		86,473	3,014,782	230,000	164	230,164	3,185,562	59,384	3,244,946
Jun	2,880,175	83,600	2,963,775	86,473		86,473	3,050,248	260,000	300	260,300	3,226,648	83,900	3,310,548
Average	2,855,718	64,373	2,920,091	86,473		86,473	3,006,564	249,000	226	249,226	3,191,191	64,599	3,255,790

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	2,736,100	54,963	2,791,063	85.7
Multi-Title Digital Programs		9,410	9,410	0.3
Partnership Deductible Subscriptions	6,574		6,574	0.2
Sponsored Subscriptions	113,044		113,044	3.5
Total Paid Subscriptions	2,855,718	64,373	2,920,091	89.7
Verified Subscriptions				
Public Place	56,000		56,000	1.7
Individual Use	30,473		30,473	0.9
Total Verified Subscriptions	86,473		86,473	2.7
Total Paid & Verified Subscriptions	2,942,191	64,373	3,006,564	92.3
Single Copy Sales				
Single Issue	199,000	226	199,226	6.1
Sponsored Single Issue	50,000		50,000	1.5
Total Single Copy Sales	249,000	226	249,226	7.7
Total Paid & Verified Circulation	3,191,191	64,599	3,255,790	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	3,250,000	3,278,641	3,277,694	947	
12/31/2015	3,250,000	3,285,092	3,280,237	4,855	0.1
12/31/2014	3,250,000	3,283,513	3,288,227	-4,714	-0.1

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$2.79		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$9.20	
Average Subscription Price per Copy		\$0.92	

(1) For statement period
(2) Represents subscriptions for the 12 month period ended December 31, 2017
(3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	47,340		47,340
Fitness/Recreational Facilities	97		97
Personal Care Salons	8,563		8,563
Total Public Place Copies	56,000		56,000
Individual Use			
Individually Requested	30,473		30,473
Total Individual Use Copies	30,473		30,473

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 65,221

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 74,163

Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	9,410	9,410	2.4	21,417

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

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