

Publisher's Statement

6 months ended December 31, 2021, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 9 times/year

Field Served: Women's magazine brand with editorial featuring joyful living, family, health, recipes, style, crafts and acts of kindness.

Published by: Hearst Magazine Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|-----------|-----------------------|
| 1,871,770 | 337,130 | 2,208,900 | 2,000,000 | 208,900 |

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 | | | |
| Aug/Sep | 1,668,234 | 78,055 | 1,746,289 | 31,810 | | 31,810 | 1,778,099 | 338,000 | 88 | 338,088 | 2,038,044 | 78,143 | 2,116,187 |
| Oct | 1,818,696 | 66,487 | 1,885,183 | 31,810 | | 31,810 | 1,916,993 | 345,000 | 129 | 345,129 | 2,195,506 | 66,616 | 2,262,122 |
| Nov | 1,777,899 | 84,036 | 1,861,935 | 31,810 | | 31,810 | 1,893,745 | 330,000 | 102 | 330,102 | 2,139,709 | 84,138 | 2,223,847 |
| Dec | 1,799,574 | 66,858 | 1,866,432 | 31,810 | | 31,810 | 1,898,242 | 335,000 | 200 | 335,200 | 2,166,384 | 67,058 | 2,233,442 |
| Average | 1,766,101 | 73,859 | 1,839,960 | 31,810 | | 31,810 | 1,871,770 | 337,000 | 130 | 337,130 | 2,134,911 | 73,989 | 2,208,900 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|------------------|---------------|------------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 1,560,802 | 66,398 | 1,627,200 | 73.7 |
| Multi-Title Digital Programs | | 7,461 | 7,461 | 0.3 |
| Partnership Deductible Subscriptions | 129 | | 129 | 0.0 |
| Sponsored Subscriptions | 205,170 | | 205,170 | 9.3 |
| Total Paid Subscriptions | 1,766,101 | 73,859 | 1,839,960 | 83.3 |
| Verified Subscriptions | | | | |
| Public Place | 27,600 | | 27,600 | 1.2 |
| Individual Use | 4,210 | | 4,210 | 0.2 |
| Total Verified Subscriptions | 31,810 | | 31,810 | 1.4 |
| Total Paid & Verified Subscriptions | 1,797,911 | 73,859 | 1,871,770 | 84.7 |
| Single Copy Sales | | | | |
| Single Issue | 87,000 | 130 | 87,130 | 3.9 |
| Sponsored Single Issue | 250,000 | | 250,000 | 11.3 |
| Total Single Copy Sales | 337,000 | 130 | 337,130 | 15.3 |
| Total Paid & Verified Circulation | 2,134,911 | 73,989 | 2,208,900 | 100.0 |

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|-----------|--------------|------------------------|------------|--------------------------|
| 12/31/2020 | 2,377,778 | 2,429,068 | 2,429,068 | | |
| 12/31/2019 | 3,050,000 | 3,079,933 | 3,079,933 | | |
| 12/31/2018 | 3,175,000 | 3,193,254 | 3,195,575 | -2,321 | -0.1 |

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

PRICES

| | Suggested Retail Prices (1) | Average Price(2) | |
|---|-----------------------------|------------------|------------------|
| | | Net | Gross (Optional) |
| Average Single Copy | \$3.99 | | |
| Subscription | \$15.00 | | |
| Average Subscription Price Annualized (3) | | \$9.72 | |
| Average Subscription Price per Copy | | \$1.08 | |

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2021

(3) Based on the following issue per year frequency: 9

ADDITIONAL DATA IN 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 | 27,600 | | 27,600 |
| Total Public Place Copies | 27,600 | | 27,600 |
| Individual Use | | | |
| Ordered/Payment Not Received | 4,210 | | 4,210 |
| Total Individual Use Copies | 4,210 | | 4,210 |

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: 34,119

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 49,137

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 |
|------------|--------------------------------------|------------------------|----------------|-----------------------|
| Apple News | 7,461 | 7,461 | 2.0 | 14,996 |

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.

Parent Company: Hearst Magazine Media, Inc.
 Woman's Day, published by Hearst Magazine Media * 300 West 57th Street * New York, NY 10019

| | |
|--|--|
| RICHARD DAY V.P., Consumer Marketing P: 212.649.2000 * URL: www.womansday.com Established: 1937 | PATRICIA HAEGELE SVP, Group Chief Revenue Officer AAM Member since: 1940 |
|--|--|