

## Publisher's Statement

6 months ended June 30, 2022, Subject to Audit

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

Annual Frequency: 8 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
1,483,847	150,695	1,634,542	1,600,000	34,542

### 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			
Jan/Feb	1,450,553	82,015	1,532,568	9,157		9,157	1,541,725	255,000	154	255,154	1,714,710	82,169	1,796,879
Mar	1,337,971	114,142	1,452,113	8,975		8,975	1,461,088	104,245	94	104,339	1,451,191	114,236	1,565,427
Apr/May	1,272,372	133,500	1,405,872	35,953		35,953	1,441,825	173,000	89	173,089	1,481,325	133,589	1,614,914
Jun/Jul	1,163,738	131,067	1,294,805	195,942		195,942	1,490,747	70,000	200	70,200	1,429,680	131,267	1,560,947
<b>Average</b>	<b>1,306,159</b>	<b>115,181</b>	<b>1,421,340</b>	<b>62,507</b>		<b>62,507</b>	<b>1,483,847</b>	<b>150,561</b>	<b>134</b>	<b>150,695</b>	<b>1,519,227</b>	<b>115,315</b>	<b>1,634,542</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,274,274	108,314	1,382,588	84.6
Multi-Title Digital Programs		6,867	6,867	0.4
Partnership Deductible Subscriptions	59		59	0.0
Sponsored Subscriptions	31,826		31,826	1.9
<b>Total Paid Subscriptions</b>	<b>1,306,159</b>	<b>115,181</b>	<b>1,421,340</b>	<b>87.0</b>
<b>Verified Subscriptions</b>				
Public Place	55,350		55,350	3.4
Individual Use	7,157		7,157	0.4
<b>Total Verified Subscriptions</b>	<b>62,507</b>		<b>62,507</b>	<b>3.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,368,666</b>	<b>115,181</b>	<b>1,483,847</b>	<b>90.8</b>
<b>Single Copy Sales</b>				
Single Issue	69,000	134	69,134	4.2
Sponsored Single Issue	81,561		81,561	5.0
<b>Total Single Copy Sales</b>	<b>150,561</b>	<b>134</b>	<b>150,695</b>	<b>9.2</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,519,227</b>	<b>115,315</b>	<b>1,634,542</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	2,194,444	2,215,396	2,215,396		
12/31/2020	2,377,778	2,429,068	2,429,068		
12/31/2019	3,050,000	3,079,933	3,079,933		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$3.99	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$10.16
Average Subscription Price per Copy		\$1.27

(1) Represents subscriptions for the 6 month period ended June 30, 2022

(2) Based on the following issue per year frequency: 8

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Rate Base by Issue  
 Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Medical/Dental	37,609		37,609
Personal Care	17,741		17,741
<b>Total Public Place Copies</b>	<b>55,350</b>		<b>55,350</b>
<b>Individual Use</b>			
Individually Requested	7,157		7,157
<b>Total Individual Use Copies</b>	<b>7,157</b>		<b>7,157</b>

**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: 15,824

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 48,666

**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	6,867	6,867	2.1	14,146

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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