

## Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

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Annual Frequency: 10 times/year

Field Served: Woman's Service Field.

Published by Hearst Magazine Media, Inc.

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total<br>Paid & Verified<br>Subscriptions | Single<br>Copy Sales | Total<br>Circulation | Rate<br>Base | Variance<br>to Rate Base |
|---|----------------------|----------------------|--------------|--------------------------|
| 2,853,622                                 | 281,736              | 3,135,358            | 3,100,000    | 35,358                   |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Paid Subscriptions |                  |                                | Verified Subscriptions |                  |                                    | Total<br>Paid & Verified<br>Subscriptions | Single Copy Sales |                  |                               | Total<br>Paid & Verified<br>Circulation - Print | Total<br>Paid & Verified<br>Circulation - Digital Issue | Total<br>Paid & Verified<br>Circulation |
|----------------|--------------------|------------------|--------------------------------|------------------------|------------------|------------------------------------|---|-------------------|------------------|-------------------------------|---|---|---|
|                | Print              | Digital<br>Issue | Total<br>Paid<br>Subscriptions | Print                  | Digital<br>Issue | Total<br>Verified<br>Subscriptions |   | Print             | Digital<br>Issue | Total<br>Single Copy<br>Sales |   |   |   |
| Jul/Aug        | 2,767,183          | 86,791           | 2,853,974                      | 43,540                 |                  | 43,540                             | 2,897,514                                 | 251,638           | 189              | 251,827                       | 3,062,361                                       | 86,980  | 3,149,341                               |
| Sep            | 2,718,963          | 84,050           | 2,803,013                      | 48,323                 |                  | 48,323                             | 2,851,336                                 | 280,000           | 195              | 280,195                       | 3,047,286                                       | 84,245  | 3,131,531                               |
| Oct            | 2,701,523          | 90,108           | 2,791,631                      | 42,523                 |                  | 42,523                             | 2,834,154                                 | 326,000           | 201              | 326,201                       | 3,070,046                                       | 90,309  | 3,160,355                               |
| Nov            | 2,716,629          | 80,381           | 2,797,010                      | 58,223                 |                  | 58,223                             | 2,855,233                                 | 268,000           | 155              | 268,155                       | 3,042,852                                       | 80,536  | 3,123,388                               |
| Dec/Jan        | 2,695,838          | 78,813           | 2,774,651                      | 55,223                 |                  | 55,223                             | 2,829,874                                 | 282,000           | 300              | 282,300                       | 3,033,061                                       | 79,113  | 3,112,174                               |
| <b>Average</b> | <b>2,720,027</b>   | <b>84,029</b>    | <b>2,804,056</b>               | <b>49,566</b>          |                  | <b>49,566</b>                      | <b>2,853,622</b>                          | <b>281,528</b>    | <b>208</b>       | <b>281,736</b>                | <b>3,051,121</b>                                | <b>84,237</b>   | <b>3,135,358</b>                        |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print            | Digital<br>Issue | Total            | % of Circulation |
|--|------------------|------------------|------------------|------------------|
| <b>Paid Subscriptions</b>                      |                  |                  |                  |                  |
| Individual Subscriptions                       | 2,603,452        | 75,160           | 2,678,612        | 85.4             |
| Multi-Title Digital Programs                   |                  | 8,869            | 8,869            | 0.3              |
| Partnership Deductible Subscriptions           | 1,104            |                  | 1,104            | 0.0              |
| Sponsored Subscriptions                        | 115,471          |                  | 115,471          | 3.7              |
| <b>Total Paid Subscriptions</b>                | <b>2,720,027</b> | <b>84,029</b>    | <b>2,804,056</b> | <b>89.4</b>      |
| <b>Verified Subscriptions</b>                  |                  |                  |                  |                  |
| Public Place                                   | 24,226           |                  | 24,226           | 0.8              |
| Individual Use                                 | 25,340           |                  | 25,340           | 0.8              |
| <b>Total Verified Subscriptions</b>            | <b>49,566</b>    |                  | <b>49,566</b>    | <b>1.6</b>       |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>2,769,593</b> | <b>84,029</b>    | <b>2,853,622</b> | <b>91.0</b>      |
| <b>Single Copy Sales</b>                       |                  |                  |                  |                  |
| Single Issue                                   | 191,557          | 208              | 191,765          | 6.1              |
| Sponsored Single Issue                         | 89,971           |                  | 89,971           | 2.9              |
| <b>Total Single Copy Sales</b>                 | <b>281,528</b>   | <b>208</b>       | <b>281,736</b>   | <b>9.0</b>       |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>3,051,121</b> | <b>84,237</b>    | <b>3,135,358</b> | <b>100.0</b>     |

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period<br>Ended | Rate Base | Audit Report | Publisher's<br>Statements | Difference | Percentage<br>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<br>Retail Prices (1) | Average Price(2) |                     |
|---|--------------------------------|------------------|---------------------|
|   |                                | Net              | Gross<br>(Optional) |
| Average Single Copy                       | \$2.99                         |                  |                     |
| Subscription                              | \$15.00                        |                  |                     |
| Average Subscription Price Annualized (3) |                                | \$9.60           |                     |
| Average Subscription Price per Copy       |                                | \$0.96           |                     |

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2018

(3) Based on the following issue per year frequency: 10

## 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         |
|------------------------------------|---------------|---------------|---------------|
| <b>Public Place</b>                |               |               |               |
| Doctor/Health Care Providers       | 24,226        |               | 24,226        |
| <b>Total Public Place Copies</b>   | <b>24,226</b> |               | <b>24,226</b> |
| <b>Individual Use</b>              |               |               |               |
| Ordered/Payment Not Received       | 25,340        |               | 25,340        |
| <b>Total Individual Use Copies</b> | <b>25,340</b> |               | <b>25,340</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: 61,247

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 75,810

### 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<br>Digital Program | Unique Opens by Reader | Opens by Issue | Total Opens by Reader |
|---------|---|------------------------|----------------|-----------------------|
| Texture | 8,869                                   | 8,869                  | 2.3            | 20,399                |

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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AAM Member since: 1940