

Publisher's Statement

6 months ended December 31, 2019, *Subject to Audit*

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Annual Frequency: 10 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
2,712,806	319,183	3,031,989	3,000,000	31,989

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			
Jul/Aug	2,629,250	69,574	2,698,824	84,227		84,227	2,783,051	257,000	149	257,149	2,970,477	69,723	3,040,200
Sep	2,561,333	69,217	2,630,550	84,227		84,227	2,714,777	334,987	164	335,151	2,980,547	69,381	3,049,928
Oct	2,514,667	74,410	2,589,077	84,227		84,227	2,673,304	343,000	168	343,168	2,941,894	74,578	3,016,472
Nov	2,513,341	99,140	2,612,481	104,999		104,999	2,717,480	330,000	150	330,150	2,948,340	99,290	3,047,630
Dec/Jan	2,477,014	93,178	2,570,192	105,227		105,227	2,675,419	330,000	300	330,300	2,912,241	93,478	3,005,719
Average	2,539,121	81,104	2,620,225	92,581		92,581	2,712,806	318,997	186	319,183	2,950,699	81,290	3,031,989

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	2,514,774	77,324	2,592,098	85.5
Multi-Title Digital Programs		3,780	3,780	0.1
Partnership Deductible Subscriptions	9,229		9,229	0.3
Sponsored Subscriptions	15,118		15,118	0.5
Total Paid Subscriptions	2,539,121	81,104	2,620,225	86.4
Verified Subscriptions				
Public Place	69,354		69,354	2.3
Individual Use	23,227		23,227	0.8
Total Verified Subscriptions	92,581		92,581	3.1
Total Paid & Verified Subscriptions	2,631,702	81,104	2,712,806	89.5
Single Copy Sales				
Single Issue	152,997	186	153,183	5.1
Sponsored Single Issue	166,000		166,000	5.5
Total Single Copy Sales	318,997	186	319,183	10.5
Total Paid & Verified Circulation	2,950,699	81,290	3,031,989	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	3,250,000	3,270,905	3,270,905		
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

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$7.80	
Average Subscription Price per Copy		\$0.78	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2019

(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
Public Place			
Doctor/Health Care Providers	65,879		65,879
Fitness/Recreational Facilities	6		6
Personal Care Salons	3,469		3,469
Total Public Place Copies	69,354		69,354
Individual Use			
Individually Requested	23,227		23,227
Total Individual Use Copies	23,227		23,227

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: 109,984

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 44,557

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	3,780	3,780	2.5	9,411

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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