

Publisher's Statement

6 months ended December 31, 2020, Subject to Audit

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Annual Frequency: 10 times/year

Field Served: Women's magazine brand with edit featuring home, family, food and entertaining, beauty and style, with a focus on tried and tested products from the iconic Good Housekeeping Institute.

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
3,058,248	290,987	3,349,235	3,300,000	49,235

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	3,076,580	90,126	3,166,706	42,417		42,417	3,209,123	224,478	328	224,806	3,343,475	90,454	3,433,929
Sep	2,953,737	88,593	3,042,330	83,748		83,748	3,126,078	232,000	268	232,268	3,269,485	88,861	3,358,346
Oct	2,866,255	115,532	2,981,787	83,075		83,075	3,064,862	273,000	270	273,270	3,222,330	115,802	3,338,132
Nov	2,773,922	98,501	2,872,423	82,857	9,000	91,857	2,964,280	349,000	287	349,287	3,205,779	107,788	3,313,567
Dec	2,760,878	82,842	2,843,720	74,179	9,000	83,179	2,926,899	375,000	300	375,300	3,210,057	92,142	3,302,199
Average	2,886,274	95,119	2,981,393	73,255	3,600	76,855	3,058,248	290,696	291	290,987	3,250,225	99,010	3,349,235

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	2,850,711	81,356	2,932,067	87.5
Multi-Title Digital Programs		13,763	13,763	0.4
Partnership Deductible Subscriptions	15,403		15,403	0.5
Sponsored Subscriptions	20,160		20,160	0.6
Total Paid Subscriptions	2,886,274	95,119	2,981,393	89.0
Verified Subscriptions				
Public Place	57,287	3,600	60,887	1.8
Individual Use	15,968		15,968	0.5
Total Verified Subscriptions	73,255	3,600	76,855	2.3
Total Paid & Verified Subscriptions	2,959,529	98,719	3,058,248	91.3
Single Copy Sales				
Single Issue	53,696	291	53,987	1.6
Sponsored Single Issue	237,000		237,000	7.1
Total Single Copy Sales	290,696	291	290,987	8.7
Total Paid & Verified Circulation	3,250,225	99,010	3,349,235	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2019	4,100,000	4,120,633	4,120,633		
12/31/2018	4,250,000	4,272,314	4,272,314		
12/31/2017	4,300,000	4,311,555	4,312,616	-1,061	

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$10.70	
Average Subscription Price per Copy		\$1.07	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2020

(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	57,273	1,800	59,073
Hotels/Lodges	14		14
Personal Care Salons		1,800	1,800
Total Public Place Copies	57,287	3,600	60,887
Individual Use			
Ordered/Payment Not Received	15,968		15,968
Total Individual Use Copies	15,968		15,968

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: 265,950

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 78,141

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	13,763	13,763	2.5	34,132

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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