

Publisher's Statement

6 months ended December 31, 2021, Subject to Audit

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
2,790,506	343,442	3,133,948	3,000,000	133,948

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	2,555,924	164,507	2,720,431	30,882		30,882	2,751,313	335,000	239	335,239	2,921,806	164,746	3,086,552
Sep	2,444,271	151,815	2,596,086	115,281		115,281	2,711,367	342,000	209	342,209	2,901,552	152,024	3,053,576
Oct	2,708,211	193,554	2,901,765	110,281		110,281	3,012,046	350,000	238	350,238	3,168,492	193,792	3,362,284
Nov	2,710,228	147,505	2,857,733	117,281		117,281	2,975,014	344,000	225	344,225	3,171,509	147,730	3,319,239
Dec	2,246,655	145,855	2,392,510	110,281		110,281	2,502,791	345,000	300	345,300	2,701,936	146,155	2,848,091
Average	2,533,058	160,647	2,693,705	96,801		96,801	2,790,506	343,200	242	343,442	2,973,059	160,889	3,133,948

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	2,240,783	117,424	2,358,207	75.2
Multi-Title Digital Programs		43,223	43,223	1.4
Partnership Deductible Subscriptions	22,355		22,355	0.7
Sponsored Subscriptions	269,920		269,920	8.6
Total Paid Subscriptions	2,533,058	160,647	2,693,705	86.0
Verified Subscriptions				
Public Place	91,520		91,520	2.9
Individual Use	5,281		5,281	0.2
Total Verified Subscriptions	96,801		96,801	3.1
Total Paid & Verified Subscriptions	2,629,859	160,647	2,790,506	89.0
Single Copy Sales				
Single Issue	53,200	242	53,442	1.7
Sponsored Single Issue	290,000		290,000	9.3
Total Single Copy Sales	343,200	242	343,442	11.0
Total Paid & Verified Circulation	2,973,059	160,889	3,133,948	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	3,650,000	3,681,631	3,681,631		
12/31/2019	4,100,000	4,120,633	4,120,633		
12/31/2018	4,250,000	4,272,314	4,272,314		

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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)		\$13.50	
Average Subscription Price per Copy		\$1.35	

(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: 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	25,600		25,600
Personal Care Salons	65,920		65,920
Total Public Place Copies	91,520		91,520
Individual Use			
Ordered/Payment Not Received	5,281		5,281
Total Individual Use Copies	5,281		5,281

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: 202,448

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 136,581

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	43,223	43,223	1.8	76,505

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.
 Good Housekeeping, published by Hearst Magazine Media * 300 West 57th Street * New York, NY 10019

RICHARD DAY
 VP, Consumer Revenue
 P: 212.649.2761 * URL: www.goodhousekeeping.com
 Established: 1885

PATRICIA HAEGELE
 Senior VP/Group Chief Revenue Officer
 AAM Member since: 1916