

Publisher's Statement

6 months ended June 30, 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
3,384,942	629,086	4,014,028	4,000,000	14,028

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	3,310,902	115,983	3,426,885	42,858		42,858	3,469,743	572,000	244	572,244	3,925,760	116,227	4,041,987
Mar	3,225,626	114,380	3,340,006	42,860		42,860	3,382,866	649,076	202	649,278	3,917,562	114,582	4,032,144
Apr	3,124,854	111,477	3,236,331	147,980		147,980	3,384,311	646,000	301	646,301	3,918,834	111,778	4,030,612
May	3,104,958	112,318	3,217,276	149,980		149,980	3,367,256	644,000	310	644,310	3,898,938	112,628	4,011,566
Jun	3,159,253	111,801	3,271,054	49,479		49,479	3,320,533	633,000	300	633,300	3,841,732	112,101	3,953,833
Average	3,185,119	113,192	3,298,311	86,631		86,631	3,384,942	628,815	271	629,086	3,900,565	113,463	4,014,028

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	3,015,136	101,238	3,116,374	77.6
Multi-Title Digital Programs		11,954	11,954	0.3
Partnership Deductible Subscriptions	14,403		14,403	0.4
Sponsored Subscriptions	155,580		155,580	3.9
Total Paid Subscriptions	3,185,119	113,192	3,298,311	82.2
Verified Subscriptions				
Public Place	61,664		61,664	1.5
Individual Use	24,967		24,967	0.6
Total Verified Subscriptions	86,631		86,631	2.2
Total Paid & Verified Subscriptions	3,271,750	113,192	3,384,942	84.3
Single Copy Sales				
Single Issue	46,415	271	46,686	1.2
Sponsored Single Issue	582,400		582,400	14.5
Total Single Copy Sales	628,815	271	629,086	15.7
Total Paid & Verified Circulation	3,900,565	113,463	4,014,028	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2018	4,250,000	4,272,314	4,272,314		
12/31/2017	4,300,000	4,311,555	4,312,616	-1,061	
12/31/2016	4,300,000	4,315,727	4,315,166	561	

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$24.97		
Average Subscription Price Annualized (3)		\$8.52	
Average Subscription Price per Copy		\$0.71	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

(3) Based on the following issue per year frequency: 12

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	42,526		42,526
Hotels/Lodges	2,461		2,461
Personal Care Salons	16,677		16,677
Total Public Place Copies	61,664		61,664
Individual Use			
Individually Requested	2		2
Ordered/Payment Not Received	24,965		24,965
Total Individual Use Copies	24,967		24,967

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: 327,211

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 63,905

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	11,954	11,954	2.4	29,049

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.
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