

Publisher's Statement

6 months ended June 30, 2022, 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
2,451,122	554,537	3,005,659	3,000,000	5,659

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	2,170,922	306,048	2,476,970	7,099	7,099	7,099	2,484,069	549,000	209	549,209	2,727,021	306,257	3,033,278
Mar	2,047,649	296,185	2,343,834	7,099	7,099	7,099	2,350,933	654,600	250	654,850	2,709,348	296,435	3,005,783
Apr	1,979,730	334,470	2,314,200	85,098	85,098	85,098	2,399,298	623,000	177	623,177	2,687,828	334,647	3,022,475
May	1,952,743	323,994	2,276,737	99,098	99,098	99,098	2,375,835	597,000	149	597,149	2,648,841	324,143	2,972,984
Jun	1,996,882	341,500	2,338,382	307,098	307,098	307,098	2,645,480	348,000	300	348,300	2,651,980	341,800	2,993,780
Average	2,029,585	320,439	2,350,024	101,098	101,098	101,098	2,451,122	554,320	217	554,537	2,685,003	320,656	3,005,659

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,912,600	285,377	2,197,977	73.1
Membership	20,922		20,922	0.7
Multi-Title Digital Programs		35,062	35,062	1.2
Partnership Deductible Subscriptions	34,897		34,897	1.2
Sponsored Subscriptions	61,166		61,166	2.0
Total Paid Subscriptions	2,029,585	320,439	2,350,024	78.2
Verified Subscriptions				
Public Place	94,000		94,000	3.1
Individual Use	7,098		7,098	0.2
Total Verified Subscriptions	101,098		101,098	3.4
Total Paid & Verified Subscriptions	2,130,683	320,439	2,451,122	81.6
Single Copy Sales				
Single Issue	46,600	217	46,817	1.6
Sponsored Single Issue	507,720		507,720	16.9
Total Single Copy Sales	554,320	217	554,537	18.4
Total Paid & Verified Circulation	2,685,003	320,656	3,005,659	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	3,150,000	3,235,267	3,235,267		
12/31/2020	3,650,000	3,681,631	3,681,631		
12/31/2019	4,100,000	4,120,633	4,120,633		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$3.99	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$15.00
Average Subscription Price per Copy		\$1.50

(1) Represents subscriptions for the 6 month period ended June 30, 2022

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
 Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Medical/Dental	33,596		33,596
Personal Care	60,204		60,204
Other - Public Place	200		200
Total Public Place Copies	94,000		94,000
Individual Use			
Individually Requested	7,098		7,098
Total Individual Use Copies	7,098		7,098

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: 170,842

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 170,599

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	35,062	35,062	1.9	67,669

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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