

Publisher's Statement

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

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Annual Frequency: 10 times/year

Field Served: A magazine for the fashion-minded woman with emphasis on fashion and beauty. Also, informative coverage of health, travel and the arts.

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
714,378	47,710	762,088	750,000	12,088

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			
Aug	635,910	51,201	687,111	28,292		28,292	715,403	37,000	214	37,214	701,202	51,415	752,617
Sep	619,621	52,199	671,820	28,289		28,289	700,109	59,972	386	60,358	707,882	52,585	760,467
Oct	634,524	58,083	692,607	28,249		28,249	720,856	39,000	352	39,352	701,773	58,435	760,208
Nov	632,704	56,482	689,186	28,209		28,209	717,395	41,000	230	41,230	701,913	56,712	758,625
Dec/Jan	641,269	48,621	689,890	28,235		28,235	718,125	60,000	400	60,400	729,504	49,021	778,525
Average	632,806	53,317	686,123	28,255		28,255	714,378	47,394	316	47,710	708,455	53,633	762,088

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	595,114	46,575	641,689	84.2
Multi-Title Digital Programs		6,742	6,742	0.9
Partnership Deductible Subscriptions	23,613		23,613	3.1
Sponsored Subscriptions	14,079		14,079	1.8
Total Paid Subscriptions	632,806	53,317	686,123	90.0
Verified Subscriptions				
Public Place	25,857		25,857	3.4
Individual Use	2,398		2,398	0.3
Total Verified Subscriptions	28,255		28,255	3.7
Total Paid & Verified Subscriptions	661,061	53,317	714,378	93.7
Single Copy Sales				
Single Issue	47,394	316	47,710	6.3
Total Single Copy Sales	47,394	316	47,710	6.3
Total Paid & Verified Circulation	708,455	53,633	762,088	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	750,000	767,072	767,072		
6/30/2018	750,000	760,707	760,707		
6/30/2017	750,000	759,475	761,856	-2,381	-0.3

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$7.19		
Subscription	\$9.00		
Average Subscription Price Annualized (3)		\$13.00	
Average Subscription Price per Copy		\$1.30	

(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			
Hotels/Lodges	857		857
Personal Care Salons	22,000		22,000
Transportation Outlets	3,000		3,000
Total Public Place Copies	25,857		25,857
Individual Use			
Individually Requested	2,398		2,398
Total Individual Use Copies	2,398		2,398

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: 77,278

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 30,458

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	6,742	6,742	2.3	1,542

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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