

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

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
722,170	31,319	753,489	725,000	28,489

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			
Feb	610,626	111,239	721,865	1,538	3,122	4,660	726,525	26,000	100	26,100	638,164	114,461	752,625
Mar	609,313	147,490	756,803	1,548	3,203	4,751	761,554	32,000	118	32,118	642,861	150,811	793,672
Apr	589,586	98,567	688,153	20,548	2,956	23,504	711,657	31,000	92	31,092	641,134	101,615	742,749
May	580,760	110,366	691,126	24,448	2,901	27,349	718,475	32,000	87	32,087	637,208	113,354	750,562
Jun/Jul	566,672	95,129	661,801	28,545	2,300	30,845	692,646	35,000	200	35,200	630,217	97,629	727,846
Average	591,391	112,558	703,949	15,325	2,896	18,221	722,170	31,200	119	31,319	637,916	115,573	753,489

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	558,787	68,608	627,395	83.3
Membership	1,115		1,115	0.1
Multi-Title Digital Programs		43,950	43,950	5.8
Partnership Deductible Subscriptions	20,246		20,246	2.7
Sponsored Subscriptions	11,243		11,243	1.5
Total Paid Subscriptions	591,391	112,558	703,949	93.4
Verified Subscriptions				
Public Place	14,039		14,039	1.9
Individual Use	1,286	2,896	4,182	0.6
Total Verified Subscriptions	15,325	2,896	18,221	2.4
Total Paid & Verified Subscriptions	606,716	115,454	722,170	95.8
Single Copy Sales				
Single Issue	18,200	119	18,319	2.4
Sponsored Single Issue	13,000		13,000	1.7
Total Single Copy Sales	31,200	119	31,319	4.2
Total Paid & Verified Circulation	637,916	115,573	753,489	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	725,000	741,976	741,976		
6/30/2020	750,000	764,616	764,616		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$7.99	
Subscription	\$9.00	
Average Subscription Price Annualized (2)		\$13.10
Average Subscription Price per Copy		\$1.31

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(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			
Personal Care	14,039		14,039
Total Public Place Copies	14,039		14,039
Individual Use			
Individually Requested	1,286	2,896	4,182
Total Individual Use Copies	1,286	2,896	4,182

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: 201,650

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 93,200

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	43,950	43,950	1.8	79,118

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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