

Annual Frequency: 10 times/year

Field Served: REDBOOK makes great style accessible for women aged 25 to 54. Editorial coverage includes beauty, fashion, home decor, fitness and nutrition, money management, relationships and personal growth.

Published by Hearst Communications

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,153,307	57,960	2,211,267	2,200,000	11,267

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	2,062,142	31,789	2,093,931	62,103		62,103	2,156,034	67,000	463	67,463	2,191,245	32,252	2,223,497
Mar	2,056,540	31,232	2,087,772	62,103		62,103	2,149,875	55,000	346	55,346	2,173,643	31,578	2,205,221
Apr	2,059,836	29,513	2,089,349	62,103		62,103	2,151,452	45,000	298	45,298	2,166,939	29,811	2,196,750
May	2,054,864	38,111	2,092,975	62,085		62,085	2,155,060	58,000	294	58,294	2,174,949	38,405	2,213,354
Jun	2,053,315	38,700	2,092,015	62,102		62,102	2,154,117	63,000	400	63,400	2,178,417	39,100	2,217,517
Average	2,057,339	33,869	2,091,208	62,099		62,099	2,153,307	57,600	360	57,960	2,177,038	34,229	2,211,267

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,910,749	23,362	1,934,111	87.5
Multi-Title Digital Programs		10,507	10,507	0.5
Partnership Deductible Subscriptions	71,950		71,950	3.3
Sponsored Subscriptions	74,640		74,640	3.4
Total Paid Subscriptions	2,057,339	33,869	2,091,208	94.6
Verified Subscriptions				
Public Place	46,014		46,014	2.1
Individual Use	16,085		16,085	0.7
Total Verified Subscriptions	62,099		62,099	2.8
Total Paid & Verified Subscriptions	2,119,438	33,869	2,153,307	97.4
Single Copy Sales				
Single Issue	57,600	360	57,960	2.6
Total Single Copy Sales	57,600	360	57,960	2.6
Total Paid & Verified Circulation	2,177,038	34,229	2,211,267	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	2,200,000	2,220,892	2,221,829	-937	
6/30/2015	2,200,000	2,223,352	2,220,539	2,813	0.1
6/30/2014	2,200,000	2,211,336	2,214,035	-2,699	-0.1

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (3)	\$8.97	\$13.75	
Average Subscription Price per Copy		\$1.25	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 11

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	35,577		35,577
Personal Care Salons	437		437
Transportation Outlets	10,000		10,000
Total Public Place	46,014		46,014
Individual Use			
Ordered/Payment Not Received	16,085		16,085
Total Individual Use	16,085		16,085

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%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

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
Texture	10,507	10,507	2.6	27,085

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 33,967

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 68,384

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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