



Better Homes & Gardens®

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

Annual Frequency: 12 times/year

Field Served: BETTER HOMES AND GARDENS inspires women with infinite possibilities for creativity and self-expression. Each issue delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining, and personal and family well-being.

Published by Meredith Corporation

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
7,564,734	81,168	7,645,902	7,600,000	45,902

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	6,931,569	352,394	7,283,963	261,691		261,691	7,545,654	66,000	358	66,358	7,259,260	352,752	7,612,012
Feb	6,944,449	368,062	7,312,511	276,291		276,291	7,588,802	78,000	369	78,369	7,298,740	368,431	7,667,171
Mar	6,960,185	352,854	7,313,039	266,291		266,291	7,579,330	97,000	403	97,403	7,323,476	353,257	7,676,733
Apr	6,954,435	348,607	7,303,042	251,691		251,691	7,554,733	82,000	307	82,307	7,288,126	348,914	7,637,040
May	6,959,556	350,407	7,309,963	266,288		266,288	7,576,251	76,000	283	76,283	7,301,844	350,690	7,652,534
Jun	6,940,081	337,268	7,277,349	266,285		266,285	7,543,634	86,000	291	86,291	7,292,366	337,559	7,629,925
Average	6,948,379	351,599	7,299,978	264,756		264,756	7,564,734	80,833	335	81,168	7,293,968	351,934	7,645,902

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	5,746,865	305,149	6,052,014	79.2
Multi-Title Digital Programs		18,053	18,053	0.2
Partnership Deductible Subscriptions	829,746	28,397	858,143	11.2
Sponsored Subscriptions	371,768		371,768	4.9
Total Paid Subscriptions	6,948,379	351,599	7,299,978	95.5
Verified Subscriptions				
Public Place	255,066		255,066	3.3
Individual Use	9,690		9,690	0.1
Total Verified Subscriptions	264,756		264,756	3.5
Total Paid & Verified Subscriptions	7,213,135	351,599	7,564,734	98.9
Single Copy Sales				
Single Issue	80,833	335	81,168	1.1
Total Single Copy Sales	80,833	335	81,168	1.1
Total Paid & Verified Circulation	7,293,968	351,934	7,645,902	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	7,600,000	7,633,284	7,633,284		
6/30/2016	7,600,000	7,635,138	7,635,138		
6/30/2015	7,600,000	7,636,168	7,636,168		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$22.00		
Average Subscription Price Annualized (3)		\$11.16	
Average Subscription Price per Copy		\$0.93	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

ADDITIONAL DATA IN WWW.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	207,066		207,066
Personal Care Salons	40,000		40,000
Transportation Outlets	8,000		8,000
Total Public Place Copies	255,066		255,066
Individual Use			
Ordered/Payment Not Received	9,690		9,690
Total Individual Use Copies	9,690		9,690

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%.

Transfer : Fit Pregnancy and Baby ceased publication. 234,024 of its subscribers received 1 issue(s) of this publication for every paid issue remaining of their Fit Pregnancy and Baby subscription, starting with the February 2018 issue. Included in Paid Subscriptions is the following average: 145,682

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 188,945

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 18,646

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
	18,053	18,053	2.4	42,425

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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