



Annual Frequency: 4 times/year

Field Served: A national consumer magazine encompassing your diabetic lifestyle, including recipes, fitness tips, health information, and real stories about diabetic people and their lifestyles.

Published by: Meredith Corporation

**Publisher's Statement**

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

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
476,424	30,537	506,961	500,000	6,961

**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	
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Spring 2018	324,722	26,647	351,369	129,309		129,309	480,678	35,000	54	35,054	489,031	26,701	515,732
Summer 2018	317,336	25,524	342,860	129,309		129,309	472,169	26,000	19	26,019	472,645	25,543	498,188
<b>Average</b>	<b>321,029</b>	<b>26,086</b>	<b>347,115</b>	<b>129,309</b>		<b>129,309</b>	<b>476,424</b>	<b>30,500</b>	<b>37</b>	<b>30,537</b>	<b>480,838</b>	<b>26,123</b>	<b>506,961</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	282,983	20,183	303,166	59.8
Multi-Title Digital Programs		5,903	5,903	1.2
Partnership Deductible Subscriptions	13,283		13,283	2.6
Sponsored Subscriptions	24,763		24,763	4.9
<b>Total Paid Subscriptions</b>	<b>321,029</b>	<b>26,086</b>	<b>347,115</b>	<b>68.5</b>
<b>Verified Subscriptions</b>				
Public Place	123,000		123,000	24.3
Individual Use	6,309		6,309	1.2
<b>Total Verified Subscriptions</b>	<b>129,309</b>		<b>129,309</b>	<b>25.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>450,338</b>	<b>26,086</b>	<b>476,424</b>	<b>94.0</b>
<b>Single Copy Sales</b>				
Single Issue	30,500	37	30,537	6.0
<b>Total Single Copy Sales</b>	<b>30,500</b>	<b>37</b>	<b>30,537</b>	<b>6.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>480,838</b>	<b>26,123</b>	<b>506,961</b>	<b>100.0</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	500,000	533,151	530,678	2,473	0.5
12/31/2016	500,000	529,391	521,689	7,702	1.5
12/31/2015	500,000	514,172	512,832	1,340	0.3

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**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$19.97	\$9.92	
Average Subscription Price per Copy		\$2.48	

- (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: 4

**ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://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
<b>Public Place</b>			
Doctor/Health Care Providers	123,000		123,000
<b>Total Public Place Copies</b>	<b>123,000</b>		<b>123,000</b>
<b>Individual Use</b>			
Individually Requested	6,309		6,309
<b>Total Individual Use Copies</b>	<b>6,309</b>		<b>6,309</b>

## 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%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,752

### 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	5,903	5,903	2.5	14,763

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: Meredith Corporation  
 Better Homes and Gardens Special Interest Publications Diabetic Livi, published by Meredith Corporation \* 1716 Locust St. \* Des Moines, IA 50309-3023

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