



Annual Frequency: 6 times/year

Field Served: EATINGWELL delivers the information and inspiration people need to make healthy eating a way of life. Each issue serves up dozens of healthy, delicious recipes; provides advice on nutrition; demonstrates kitchen techniques and products; covers green and sustainable news; and includes travel, wine and more.

Published by: Where Good Taste Meets Good Health

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
1,006,953	6,506	1,013,459	1,000,000	13,459

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/Feb	892,948	66,914	959,862	45,380		45,380	1,005,242	6,000	151	6,151	944,328	67,065	1,011,393
Mar/Apr	900,035	66,214	966,249	41,394		41,394	1,007,643	8,000	179	8,179	949,429	66,393	1,015,822
May/Jun	903,244	63,285	966,529	41,445		41,445	1,007,974	5,000	188	5,188	949,689	63,473	1,013,162
Average	898,742	65,471	964,213	42,740		42,740	1,006,953	6,333	173	6,506	947,815	65,644	1,013,459

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	854,350	46,263	900,613	88.9
Multi-Title Digital Programs		13,210	13,210	1.3
Partnership Deductible Subscriptions	19,930	5,998	25,928	2.6
Sponsored Subscriptions	24,462		24,462	2.4
Total Paid Subscriptions	898,742	65,471	964,213	95.1
Verified Subscriptions				
Public Place	38,460		38,460	3.8
Individual Use	4,280		4,280	0.4
Total Verified Subscriptions	42,740		42,740	4.2
Total Paid & Verified Subscriptions	941,482	65,471	1,006,953	99.4
Single Copy Sales				
Single Issue	6,333	173	6,506	0.6
Total Single Copy Sales	6,333	173	6,506	0.6
Total Paid & Verified Circulation	947,815	65,644	1,013,459	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	1,000,000	1,024,111	1,024,111		
12/31/2015	925,000	951,381	946,742	4,639	0.5
12/31/2014	750,000	792,580	792,580		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.95		
Average Subscription Price Annualized (3)		\$81.30	\$13.56
Average Subscription Price per Copy		\$13.55	\$2.26

- (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: 6

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			
Business/Professional Services	127		127
Doctor/Health Care Providers	38,333		38,333
Total Public Place Copies	38,460		38,460
Individual Use			
Ordered/Payment Not Received	4,280		4,280
Total Individual Use Copies	4,280		4,280

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: 36,889

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,189

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	13,210	13,210	2.3	30,200

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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