



Annual Frequency: 4 times/year

Field Served: The MAGNOLIA JOURNAL provides unique and actionable ideas for home projects and decor, tips for outdoor living and gardening, and ways to celebrate holiday and everyday gatherings with family, friends and food.

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
890,194	392,158	1,282,352	1,200,000	82,352

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			
Spring 2018	880,920	24,357	905,277				905,277	377,900	250	378,150	1,258,820	24,607	1,283,427
Summer 2018	850,511	24,599	875,110				875,110	406,000	166	406,166	1,256,511	24,765	1,281,276
Average	865,716	24,478	890,194				890,194	391,950	208	392,158	1,257,666	24,686	1,282,352

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	865,716	4,358	870,074	67.8
Multi-Title Digital Programs		20,120	20,120	1.6
Total Paid Subscriptions	865,716	24,478	890,194	69.4
Verified Subscriptions				
Total Paid & Verified Subscriptions	865,716	24,478	890,194	69.4
Single Copy Sales				
Single Issue	391,950	208	392,158	30.6
Total Single Copy Sales	391,950	208	392,158	30.6
Total Paid & Verified Circulation	1,257,666	24,686	1,282,352	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$7.99		
Subscription	\$20.00		
Average Subscription Price Annualized (3)		\$15.88	
Average Subscription Price per Copy		\$3.97	

- (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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed	924,569	924,569		
3/31/2017	None Claimed	627,644			

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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

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: 5,778

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	20,120	20,120	2.4	48,288

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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Magnolia Journal, published by Meredith Corporation 1716 Locust Street, Des Moines, IA 50309

STEVE CROWE
VP, Consumer Marketing
P: 515.284.3000
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SCOTT MORTIMER
VP, Group Publisher
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