



**Annual Frequency:** 10 times/year  
**Field Served:** A lifestyle magazine featuring decorating, cooking, gardening and entertaining.  
**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
1,985,364	79,629	2,064,993	2,050,000	14,993

**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			
JanFeb	1,759,599	163,170	1,922,769	48,393		48,393	1,971,162	85,000	541	85,541	1,892,992	163,711	2,056,703
Mar	1,777,467	172,791	1,950,258	48,393		48,393	1,998,651	84,000	471	84,471	1,909,860	173,262	2,083,122
Apr	1,778,801	163,889	1,942,690	43,393		43,393	1,986,083	81,000	496	81,496	1,903,194	164,385	2,067,579
May	1,771,981	164,219	1,936,200	43,393		43,393	1,979,593	73,000	381	73,381	1,888,374	164,600	2,052,974
Jun	1,786,284	161,654	1,947,938	43,393		43,393	1,991,331	73,000	258	73,258	1,902,677	161,912	2,064,589
<b>Average</b>	<b>1,774,826</b>	<b>165,145</b>	<b>1,939,971</b>	<b>45,393</b>		<b>45,393</b>	<b>1,985,364</b>	<b>79,200</b>	<b>429</b>	<b>79,629</b>	<b>1,899,419</b>	<b>165,574</b>	<b>2,064,993</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,708,266	123,357	1,831,623	88.7
Multi-Title Digital Programs		13,992	13,992	0.7
Partnership Deductible Subscriptions	53,367	27,794	81,161	3.9
Sponsored Subscriptions	13,193	2	13,195	0.6
<b>Total Paid Subscriptions</b>	<b>1,774,826</b>	<b>165,145</b>	<b>1,939,971</b>	<b>93.9</b>
<b>Verified Subscriptions</b>				
Public Place	42,000		42,000	2.0
Individual Use	3,393		3,393	0.2
<b>Total Verified Subscriptions</b>	<b>45,393</b>		<b>45,393</b>	<b>2.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,820,219</b>	<b>165,145</b>	<b>1,985,364</b>	<b>96.1</b>
<b>Single Copy Sales</b>				
Single Issue	79,200	429	79,629	3.9
<b>Total Single Copy Sales</b>	<b>79,200</b>	<b>429</b>	<b>79,629</b>	<b>3.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,899,419</b>	<b>165,574</b>	<b>2,064,993</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
12/31/2016	2,050,000	2,106,103	2,106,103		
12/31/2015	2,050,000	2,072,499	2,072,499		
12/31/2014	2,050,000	2,070,604	2,067,320	3,284	0.2

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**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (3)	\$24.00		
Average Subscription Price per Copy		\$8.10	
		\$0.81	

- (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: 10

**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
<b>Public Place</b>			
Doctor/Health Care Providers	2,000		2,000
Personal Care Salons	40,000		40,000
<b>Total Public Place Copies</b>	<b>42,000</b>		<b>42,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	3,393		3,393
<b>Total Individual Use Copies</b>	<b>3,393</b>		<b>3,393</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%.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 115,655

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,307

**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	13,992	13,992	2.3	31,644

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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