



Annual Frequency: 6 times/year

Field Served: MIDWEST LIVING is the lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the midwest shine. MIDWEST LIVING's editorial is written by midwesterners about the things that matter most - family, home, food, travel 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
955,407	1,047	956,454	950,000	6,454

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	889,597	37,252	926,849	30,757		30,757	957,606	1,000	56	1,056	921,354	37,308	958,662
Mar/Apr	885,528	37,732	923,260	30,757		30,757	954,017	1,000	57	1,057	917,285	37,789	955,074
May/Jun	886,451	37,390	923,841	30,757		30,757	954,598	1,000	28	1,028	918,208	37,418	955,626
Average	887,192	37,458	924,650	30,757		30,757	955,407	1,000	47	1,047	918,949	37,505	956,454

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	823,946	31,525	855,471	89.4
Multi-Title Digital Programs		5,623	5,623	0.6
Partnership Deductible Subscriptions	7,712	310	8,022	0.8
Sponsored Subscriptions	55,534		55,534	5.8
Total Paid Subscriptions	887,192	37,458	924,650	96.7
Verified Subscriptions				
Public Place	30,000		30,000	3.1
Individual Use	757		757	0.1
Total Verified Subscriptions	30,757		30,757	3.2
Total Paid & Verified Subscriptions	917,949	37,458	955,407	99.9
Single Copy Sales				
Single Issue	1,000	47	1,047	0.1
Total Single Copy Sales	1,000	47	1,047	0.1
Total Paid & Verified Circulation	918,949	37,505	956,454	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	950,000	960,146	960,146		
6/30/2016	950,000	962,510	962,510		
6/30/2015	950,000	967,121	965,165	1,956	0.2

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.30	
Average Subscription Price per Copy		\$2.05	

- (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			
Doctor/Health Care Providers	25,000		25,000
Personal Care Salons	5,000		5,000
Total Public Place Copies	30,000		30,000
Individual Use			
Ordered/Payment Not Received	757		757
Total Individual Use Copies	757		757

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: 11,715

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,743

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	5,623	5,623	2	11,133

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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