

Annual Frequency: 12 times/year

Field Served: PARENTS - the magazine mothers with young children turn to for the guidance and information needed to raise happy, healthy, well-adjusted children.

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 Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
2,063,953	712	2,064,665	144,000	2,208,665	2,200,000	8,665

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	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
Jan	1,794,059	169,981	1,964,040	104,391		104,391	2,068,431	780	48	828	1,899,230	170,029	2,069,259	144,000		144,000	2,043,230	170,029	2,213,259
Feb	1,803,635	151,808	1,955,443	104,391		104,391	2,059,834	606	69	675	1,908,632	151,877	2,060,509	144,000		144,000	2,052,632	151,877	2,204,509
Mar	1,799,006	152,007	1,951,013	104,391		104,391	2,055,404	678	47	725	1,904,075	152,054	2,056,129	144,000		144,000	2,048,075	152,054	2,200,129
Apr	1,799,607	155,671	1,955,278	104,391		104,391	2,059,669	665	43	708	1,904,663	155,714	2,060,377	144,000		144,000	2,048,663	155,714	2,204,377
May	1,795,685	159,107	1,954,792	104,391		104,391	2,059,183	541	38	579	1,900,617	159,145	2,059,762	144,000		144,000	2,044,617	159,145	2,203,762
Jun	1,807,380	156,107	1,963,487	104,391		104,391	2,067,878	600	35	635	1,912,371	156,142	2,068,513	144,000		144,000	2,056,371	156,142	2,212,513
Average	1,801,170	158,392	1,959,562	104,391		104,391	2,063,953	663	49	712	1,906,224	158,441	2,064,665	144,000		144,000	2,050,224	158,441	2,208,665

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,302,978	61,115	1,364,093	61.8
Multi-Title Digital Programs		2,325	2,325	0.1
Partnership Deductible Subscriptions	395,777	94,952	490,729	22.2
Sponsored Subscriptions	102,415		102,415	4.6
Total Paid Subscriptions	1,801,170	158,392	1,959,562	88.7
Verified Subscriptions				
Public Place	104,000		104,000	4.7
Individual Use	391		391	0.0
Total Verified Subscriptions	104,391		104,391	4.7
Total Paid & Verified Subscriptions	1,905,561	158,392	2,063,953	93.4
Single Copy Sales				
Single Issue	663	49	712	0.0
Total Single Copy Sales	663	49	712	0.0
Total Paid & Verified Circulation	1,906,224	158,441	2,064,665	93.5
Analyzed Nonpaid				
List	144,000		144,000	6.5
Total Analyzed Nonpaid	144,000		144,000	6.5
Total Circulation	2,050,224	158,441	2,208,665	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	2,200,000	2,212,833	2,212,833		
6/30/2016	2,200,000	2,220,206	2,220,206		
6/30/2015	2,200,000	2,208,264	2,208,264		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.50		
Subscription	\$15.98		
Average Subscription Price Annualized (3)		\$3.00	
Average Subscription Price per Copy		\$0.25	

(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: 12

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
PARENTS, published by Meredith Corporation * 805 Third Ave * New York, NY 10022

STEVE CROWE
VP, Consumer Marketing
P: 212.499.2000 * URL: www.parents.com
Established: 1926

STEVEN GRUNE
VP/Group Publisher Parents Network

AAM Member since: 1927

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	64,000		64,000
Personal Care Salons	40,000		40,000
Total Public Place Copies	104,000		104,000
Individual Use			
Ordered/Payment Not Received	391		391
Total Individual Use Copies	391		391

RATE BASE

Rate base shown in Executive Summary is for combined paid and verified & analyzed nonpaid circulation.

Rate Base Notes: Special Issue: Parents Baby. Rate base: 750,000. Issues: March18, May18.

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: 21,205

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 7,730

Definition of List Source Recipients: Recipients are physicians in the fields of Pediatrics and Obstetrics/Gynecology.

Method of Circulation for Analyzed Nonpaid: By mail to individual recipients and physicians' offices.

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	2,386	2,386	2.6	6,265