

TRADITIONAL HOME

Annual Frequency: 6 times/year

Field Served: National consumer magazine featuring examples of traditional style interiors, architecture, gardens, antiques, art, cuisine, table settings and travel destinations.

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
822,880	63,894	886,774	850,000	36,774

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			
Dec/Jan	719,944	80,310	800,254	8,657		8,657	808,911	75,000	286	75,286	803,601	80,596	884,197
Mar/Apr	738,693	85,533	824,226	8,659		8,659	832,885	59,000	219	59,219	806,352	85,752	892,104
May/Jun	732,802	85,382	818,184	8,659		8,659	826,843	57,000	175	57,175	798,461	85,557	884,018
Average	730,480	83,742	814,222	8,658		8,658	822,880	63,667	227	63,894	802,805	83,969	886,774

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	704,833	70,756	775,589	87.5
Multi-Title Digital Programs		11,290	11,290	1.3
Partnership Deductible Subscriptions	20,927	1,696	22,623	2.6
Sponsored Subscriptions	4,720		4,720	0.5
Total Paid Subscriptions	730,480	83,742	814,222	91.8
Verified Subscriptions				
Public Place	6,499		6,499	0.7
Individual Use	2,159		2,159	0.2
Total Verified Subscriptions	8,658		8,658	1.0
Total Paid & Verified Subscriptions	739,138	83,742	822,880	92.8
Single Copy Sales				
Single Issue	63,667	227	63,894	7.2
Total Single Copy Sales	63,667	227	63,894	7.2
Total Paid & Verified Circulation	802,805	83,969	886,774	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	850,000	867,432	867,432		
6/30/2016	850,000	864,223	863,133	1,090	0.1
6/30/2015	850,000	861,879	863,711	-1,832	-0.2

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$24.00		
Average Subscription Price Annualized (3)		\$7.32	
Average Subscription Price per Copy		\$1.22	

(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	6,499		6,499
Total Public Place Copies	6,499		6,499
Individual Use			
Ordered/Payment Not Received	2,159		2,159
Total Individual Use Copies	2,159		2,159

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: 34,016

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,698

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	11,290	11,290	2.3	25,969

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
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