

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 10 times/year

Field Served: EATINGWELL delivers the information and inspiration people need to make healthy eating a way of life. Each issue serves up dozens of healthy, delicious recipes; provides advice on nutrition; demonstrates kitchen techniques and products; covers green and sustainable news; and includes travel, wine and more.

Published by Meredith Corporation

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,766,123	30,730	1,796,853	1,775,000	21,853

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	1,567,377	182,711	1,750,088	36,172		36,172	1,786,260	28,401	160	28,561	1,631,950	182,871	1,814,821
Mar	1,542,766	179,198	1,721,964	36,173		36,173	1,758,137	34,467	99	34,566	1,613,406	179,297	1,792,703
Apr	1,572,102	161,546	1,733,648	36,172		36,172	1,769,820	30,120	106	30,226	1,638,394	161,652	1,800,046
May	1,559,881	170,596	1,730,477	36,172		36,172	1,766,649	30,352	100	30,452	1,626,405	170,696	1,797,101
Jun	1,563,757	149,820	1,713,577	36,172		36,172	1,749,749	29,747	100	29,847	1,629,676	149,920	1,779,596
Average	1,561,177	168,774	1,729,951	36,172		36,172	1,766,123	30,617	113	30,730	1,627,966	168,887	1,796,853

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,540,658	140,271	1,680,929	93.5
Multi-Title Digital Programs		28,503	28,503	1.6
Partnership Deductible Subscriptions	17,540		17,540	1.0
Sponsored Subscriptions	2,979		2,979	0.2
Total Paid Subscriptions	1,561,177	168,774	1,729,951	96.3
Verified Subscriptions				
Public Place	35,000		35,000	1.9
Individual Use	1,172		1,172	0.1
Total Verified Subscriptions	36,172		36,172	2.0
Total Paid & Verified Subscriptions	1,597,349	168,774	1,766,123	98.3
Single Copy Sales				
Single Issue	20,579	113	20,692	1.2
Sponsored Single Issue	10,038		10,038	0.6
Total Single Copy Sales	30,617	113	30,730	1.7
Total Paid & Verified Circulation	1,627,966	168,887	1,796,853	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2019	1,484,375	1,592,012	1,592,012		
12/31/2017	1,000,000	1,006,872	1,006,872		
12/31/2016	1,000,000	1,024,111	1,024,111		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.95		
Average Subscription Price Annualized (3)		\$10.60	
Average Subscription Price per Copy		\$1.06	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN 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	35,000		35,000
Total Public Place Copies	35,000		35,000
Individual Use			
Ordered/Payment Not Received	1,172		1,172
Total Individual Use Copies	1,172		1,172

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: 228,443

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,437

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
Apple News	28,503	28,503	2.1	60,141

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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