

Annual Frequency: 10 times/year

Field Served: HEALTH provides expert advice, delicious recipes, smart workouts and the latest beauty trends to inspire women to achieve emotional and physical well-being and motivate them to feel happy and healthy every day.

Published by Health Media Ventures Inc.

## Publisher's Statement

6 months ended December 31, 2019, *Subject to Audit*

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### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,344,222	13,538	1,357,760	1,350,000	7,760

### 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			
Jul/Aug	1,203,518	72,583	1,276,101	72,320		72,320	1,348,421	22,475	109	22,584	1,298,313	72,692	1,371,005
Sep	1,189,557	74,906	1,264,463	71,320		71,320	1,335,783	10,777	80	10,857	1,271,654	74,986	1,346,640
Oct	1,157,965	112,345	1,270,310	72,620		72,620	1,342,930	10,089	95	10,184	1,240,674	112,440	1,353,114
Nov	1,163,734	111,926	1,275,660	75,620		75,620	1,351,280	10,292	47	10,339	1,249,646	111,973	1,361,619
Dec	1,153,452	110,623	1,264,075	78,620		78,620	1,342,695	13,671	53	13,724	1,245,743	110,676	1,356,419
<b>Average</b>	<b>1,173,645</b>	<b>96,477</b>	<b>1,270,122</b>	<b>74,100</b>		<b>74,100</b>	<b>1,344,222</b>	<b>13,461</b>	<b>77</b>	<b>13,538</b>	<b>1,261,206</b>	<b>96,554</b>	<b>1,357,760</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,006,387	19,758	1,026,145	75.6
Multi-Title Digital Programs		6,302	6,302	0.5
Partnership Deductible Subscriptions	141,310	70,417	211,727	15.6
Sponsored Subscriptions	25,948		25,948	1.9
<b>Total Paid Subscriptions</b>	<b>1,173,645</b>	<b>96,477</b>	<b>1,270,122</b>	<b>93.5</b>
<b>Verified Subscriptions</b>				
Public Place	74,100		74,100	5.5
<b>Total Verified Subscriptions</b>	<b>74,100</b>		<b>74,100</b>	<b>5.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,247,745</b>	<b>96,477</b>	<b>1,344,222</b>	<b>99.0</b>
<b>Single Copy Sales</b>				
Single Issue	13,461	77	13,538	1.0
<b>Total Single Copy Sales</b>	<b>13,461</b>	<b>77</b>	<b>13,538</b>	<b>1.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,261,206</b>	<b>96,554</b>	<b>1,357,760</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
12/31/2018	1,350,000	1,394,711	1,394,711		
12/31/2017	1,350,000	1,363,824	1,363,961	-137	
12/31/2016	1,350,000	1,364,656	1,364,219	437	

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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)	\$16.50		
Average Subscription Price per Copy		\$15.90	
		\$1.59	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2019

(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
<b>Public Place</b>			
Doctor/Health Care Providers	34,701		34,701
Fitness/Recreational Facilities	4,399		4,399
Personal Care Salons	35,000		35,000
<b>Total Public Place Copies</b>	<b>74,100</b>		<b>74,100</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: 392,773

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,453

**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	6,302	6,302	2.3	14,368

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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 HEALTH, published by Health Media Ventures Inc. \* 225 Liberty Street \* New York, NY 10281

STEVE CROWE  
 Vice President, Consumer Marketing  
 P: 212.522.1212 \* URL: www.health.com  
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JON WERTHER  
 President, National Media Group  
 AAM Member since: 1988