

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 12 times/year

Field Served: INSTYLE celebrates the private side of public faces, revealing the personal style choices of the world's most fascinating people. An insider's guide to the latest trends in beauty, fashion, home, entertaining and charities, INSTYLE is a trusted, one-stop source for style inspiration and ideas.

Published by Meredith Corporation

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,639,885	89,093	1,728,978	1,700,000	28,978

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	1,430,167	144,135	1,574,302	66,035		66,035	1,640,337	92,019	205	92,224	1,588,221	144,340	1,732,561
Feb	1,432,406	149,015	1,581,421	66,019		66,019	1,647,440	73,845	214	74,059	1,572,270	149,229	1,721,499
Mar	1,412,590	165,602	1,578,192	66,110		66,110	1,644,302	93,240	273	93,513	1,571,940	165,875	1,737,815
Apr	1,418,410	153,416	1,571,826	66,155		66,155	1,637,981	83,079	251	83,330	1,567,644	153,667	1,721,311
May	1,421,130	147,433	1,568,563	66,055		66,055	1,634,618	117,934	425	118,359	1,605,119	147,858	1,752,977
Jun	1,404,576	164,013	1,568,589	66,040		66,040	1,634,629	72,872	196	73,068	1,543,488	164,209	1,707,697
Average	1,419,880	153,936	1,573,816	66,069		66,069	1,639,885	88,832	261	89,093	1,574,781	154,197	1,728,978

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,284,377	104,425	1,388,802	80.3
Multi-Title Digital Programs		49,511	49,511	2.9
Partnership Deductible Subscriptions	114,530		114,530	6.6
Sponsored Subscriptions	20,973		20,973	1.2
Total Paid Subscriptions	1,419,880	153,936	1,573,816	91.0
Verified Subscriptions				
Public Place	65,075		65,075	3.8
Individual Use	994		994	0.1
Total Verified Subscriptions	66,069		66,069	3.8
Total Paid & Verified Subscriptions	1,485,949	153,936	1,639,885	94.8
Single Copy Sales				
Single Issue	83,332	261	83,593	4.8
Sponsored Single Issue	5,500		5,500	0.3
Total Single Copy Sales	88,832	261	89,093	5.2
Total Paid & Verified Circulation	1,574,781	154,197	1,728,978	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2020	1,700,000	1,716,521	1,716,521		
12/31/2018	1,700,000	1,729,848	1,729,848		
12/31/2017	1,700,000	1,729,072	1,732,092	-3,020	-0.2

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$26.00		
Average Subscription Price Annualized (3)		\$11.28	
Average Subscription Price per Copy		\$0.94	

(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: 12

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	65,000		65,000
Personal Care Salons	75		75
Total Public Place Copies	65,075		65,075
Individual Use			
Ordered/Payment Not Received	994		994
Total Individual Use Copies	994		994

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: 526,154

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 8,831

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	49,511	49,511	2.0	99,518

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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AGNES CHAPSKI

Publisher

AAM Member since: 1996