



**Publisher's Statement**

**6 months ended June 30, 2021, Subject to Audit**

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Annual Frequency: 4 times/year

Field Served: The MAGNOLIA JOURNAL provides unique and actionable ideas for home projects and decor, tips for outdoor living and gardening, and ways to celebrate holiday and everyday gatherings with family, friends and food.

Published by Meredith Corporation

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
937,099	274,908	1,212,007	1,200,000	12,007

**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			
Spring	897,056	27,006	924,062				924,062	266,570	157	266,727	1,163,626	27,163	1,190,789
Summer	925,453	24,682	950,135				950,135	282,995	92	283,087	1,208,448	24,774	1,233,222
<b>Average</b>	<b>911,255</b>	<b>25,844</b>	<b>937,099</b>				<b>937,099</b>	<b>274,783</b>	<b>125</b>	<b>274,908</b>	<b>1,186,038</b>	<b>25,969</b>	<b>1,212,007</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	911,241	4,958	916,199	75.6
Multi-Title Digital Programs		20,886	20,886	1.7
Partnership Deductible Subscriptions	13		13	0.0
Sponsored Subscriptions	1		1	0.0
<b>Total Paid Subscriptions</b>	<b>911,255</b>	<b>25,844</b>	<b>937,099</b>	<b>77.3</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>911,255</b>	<b>25,844</b>	<b>937,099</b>	<b>77.3</b>
<b>Single Copy Sales</b>				
Single Issue	249,827	125	249,952	20.6
Sponsored Single Issue	24,956		24,956	2.1
<b>Total Single Copy Sales</b>	<b>274,783</b>	<b>125</b>	<b>274,908</b>	<b>22.7</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,186,038</b>	<b>25,969</b>	<b>1,212,007</b>	<b>100.0</b>

**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$7.99		
Subscription	\$20.00		
Average Subscription Price Annualized (3)		\$17.32	
Average Subscription Price per Copy		\$4.33	

- (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: 4

**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

**RATE BASE**

Rate base shown in Executive Summary is for paid and verified circulation.

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2020	1,200,000	1,263,453	1,258,093	5,360	0.4
12/31/2019	1,200,000	1,222,836	1,229,849	-7,013	-0.6
12/31/2018	1,200,000	1,299,914	1,299,914		

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## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 8,527

### 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	20,886	20,886	2.1	44,069

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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