

Publisher's Statement

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

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

Annual Frequency: 10 times/year

Field Served: A lifestyle magazine featuring decorating, cooking, gardening and entertaining.

Published by: Meredith Corporation

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,977,666	105,548	2,083,214	2,050,000	33,214

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	1,790,506	130,073	1,920,579	43,683		43,683	1,964,262	114,948	151	115,099	1,949,137	130,224	2,079,361
Sep	1,819,043	142,639	1,961,682	43,683		43,683	2,005,365	77,427	156	77,583	1,940,153	142,795	2,082,948
Oct	1,810,895	140,352	1,951,247	43,683		43,683	1,994,930	98,441	362	98,803	1,953,019	140,714	2,093,733
Nov	1,769,849	159,374	1,929,223	43,683		43,683	1,972,906	93,961	300	94,261	1,907,493	159,674	2,067,167
Dec	1,753,431	153,754	1,907,185	43,683		43,683	1,950,868	141,594	401	141,995	1,938,708	154,155	2,092,863
Average	1,788,745	145,238	1,933,983	43,683		43,683	1,977,666	105,274	274	105,548	1,937,702	145,512	2,083,214

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,639,866	131,048	1,770,914	85.0
Multi-Title Digital Programs		7,750	7,750	0.4
Partnership Deductible Subscriptions	121,176	6,440	127,616	6.1
Sponsored Subscriptions	27,703		27,703	1.3
Total Paid Subscriptions	1,788,745	145,238	1,933,983	92.8
Verified Subscriptions				
Public Place	40,000		40,000	1.9
Individual Use	3,683		3,683	0.2
Total Verified Subscriptions	43,683		43,683	2.1
Total Paid & Verified Subscriptions	1,832,428	145,238	1,977,666	94.9
Single Copy Sales				
Single Issue	105,274	274	105,548	5.1
Total Single Copy Sales	105,274	274	105,548	5.1
Total Paid & Verified Circulation	1,937,702	145,512	2,083,214	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2018	2,050,000	2,065,952	2,065,952		
12/31/2017	2,050,000	2,061,252	2,064,483	-3,231	-0.2
12/31/2016	2,050,000	2,106,103	2,106,103		

Visit auditedmedia.com Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.00		
Average Subscription Price Annualized (3)		\$12.50	
Average Subscription Price per Copy		\$1.25	

(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
Public Place			
Personal Care Salons	40,000		40,000
Total Public Place Copies	40,000		40,000
Individual Use			
Ordered/Payment Not Received	3,683		3,683
Total Individual Use Copies	3,683		3,683

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: 289,545

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 7,906

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	7,750	7,750	2.7	20,732

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
 MARTHA STEWART LIVING, published by Meredith Corporation * 225 Liberty Street * New York, NY 10281

STEVE CROWE
 VP, Consumer Marketing
 P: 515.284.3572 * URL: www.marthastewart.com
 Established: 1990

DAREN MAZZUCCA
 SVP/Group Publisher
 AAM Member since: 1992