

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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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
1,957,849	114,705	2,072,554	2,050,000	22,554

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	1,753,548	182,392	1,935,940	41,425		41,425	1,977,365	103,832	340	104,172	1,898,805	182,732	2,081,537
Mar	1,730,276	185,214	1,915,490	41,425		41,425	1,956,915	116,575	153	116,728	1,888,276	185,367	2,073,643
Apr	1,721,973	182,464	1,904,437	41,425		41,425	1,945,862	133,605	161	133,766	1,897,003	182,625	2,079,628
May	1,728,418	191,623	1,920,041	41,425		41,425	1,961,466	107,603	112	107,715	1,877,446	191,735	2,069,181
Jun	1,714,924	191,285	1,906,209	41,425		41,425	1,947,634	111,034	108	111,142	1,867,383	191,393	2,058,776
Average	1,729,828	186,596	1,916,424	41,425		41,425	1,957,849	114,530	175	114,705	1,885,783	186,771	2,072,554

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,599,144	163,266	1,762,410	85.0
Multi-Title Digital Programs		23,302	23,302	1.1
Partnership Deductible Subscriptions	129,849	28	129,877	6.3
Sponsored Subscriptions	835		835	0.0
Total Paid Subscriptions	1,729,828	186,596	1,916,424	92.5
Verified Subscriptions				
Public Place	40,000		40,000	1.9
Individual Use	1,425		1,425	0.1
Total Verified Subscriptions	41,425		41,425	2.0
Total Paid & Verified Subscriptions	1,771,253	186,596	1,957,849	94.5
Single Copy Sales				
Single Issue	59,160	175	59,335	2.9
Sponsored Single Issue	55,370		55,370	2.7
Total Single Copy Sales	114,530	175	114,705	5.5
Total Paid & Verified Circulation	1,885,783	186,771	2,072,554	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	2,050,000	2,074,378	2,074,378		
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

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.00		
Average Subscription Price Annualized (3)		\$12.20	
Average Subscription Price per Copy		\$1.22	

(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	40,000		40,000
Total Public Place Copies	40,000		40,000
Individual Use			
Ordered/Payment Not Received	1,425		1,425
Total Individual Use Copies	1,425		1,425

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: 337,323

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 8,497

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	23,302	23,302	2.3	54,527

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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