

## Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

Annual Frequency: 6 times/year

Field Served: MIDWEST LIVING is the lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the midwest shine. MIDWEST LIVING's editorial is written by midwesterners about the things that matter most - family, home, food, travel 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
956,990	1,876	958,866	950,000	8,866

### 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	857,627	70,600	928,227	30,791		30,791	959,018	1,726	51	1,777	890,144	70,651	960,795
Mar/Apr	856,915	69,186	926,101	30,791		30,791	956,892	1,981	45	2,026	889,687	69,231	958,918
May/June	854,683	69,588	924,271	30,791		30,791	955,062	1,800	23	1,823	887,274	69,611	956,885
<b>Average</b>	<b>856,408</b>	<b>69,791</b>	<b>926,199</b>	<b>30,791</b>		<b>30,791</b>	<b>956,990</b>	<b>1,836</b>	<b>40</b>	<b>1,876</b>	<b>889,035</b>	<b>69,831</b>	<b>958,866</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	825,040	64,352	889,392	92.8
Multi-Title Digital Programs		5,439	5,439	0.6
Partnership Deductible Subscriptions	30,939		30,939	3.2
Sponsored Subscriptions	429		429	0.0
<b>Total Paid Subscriptions</b>	<b>856,408</b>	<b>69,791</b>	<b>926,199</b>	<b>96.6</b>
<b>Verified Subscriptions</b>				
Public Place	30,000		30,000	3.1
Individual Use	791		791	0.1
<b>Total Verified Subscriptions</b>	<b>30,791</b>		<b>30,791</b>	<b>3.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>887,199</b>	<b>69,791</b>	<b>956,990</b>	<b>99.8</b>
<b>Single Copy Sales</b>				
Single Issue	1,836	40	1,876	0.2
<b>Total Single Copy Sales</b>	<b>1,836</b>	<b>40</b>	<b>1,876</b>	<b>0.2</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>889,035</b>	<b>69,831</b>	<b>958,866</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
6/30/2020	950,000	959,661	959,661		
6/30/2018	950,000	955,163	955,163		
6/30/2017	950,000	960,146	960,146		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.95		
Average Subscription Price Annualized (3)	\$19.97	\$13.92	
Average Subscription Price per Copy		\$2.32	

(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: 6

**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	30,000		30,000
<b>Total Public Place Copies</b>	<b>30,000</b>		<b>30,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	791		791
<b>Total Individual Use Copies</b>	<b>791</b>		<b>791</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: 71,438

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,289

**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	5,439	5,439	2.2	11,911

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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