

## Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 12 times/year

Field Served: PARENTS - the magazine mothers with young children turn to for the guidance and information needed to raise happy, healthy, well-adjusted children.

Published by: Meredith Corporation

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
2,078,763	349	2,079,112	128,000	2,207,112	2,200,000	7,112

### 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	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
Jan	1,765,775	187,133	1,952,908	127,044		127,044	2,079,952	420	31	451	1,893,239	187,164	2,080,403	128,000		128,000	2,021,239	187,164	2,208,403
Feb	1,761,299	188,405	1,949,704	127,044		127,044	2,076,748	347	32	379	1,888,690	188,437	2,077,127	128,000		128,000	2,016,690	188,437	2,205,127
Mar	1,762,231	191,051	1,953,282	127,044		127,044	2,080,326	326	41	367	1,889,601	191,092	2,080,693	128,000		128,000	2,017,601	191,092	2,208,693
Apr	1,762,672	187,868	1,950,540	127,044		127,044	2,077,584	275	34	309	1,889,991	187,902	2,077,893	128,000		128,000	2,017,991	187,902	2,205,893
May	1,765,368	190,431	1,955,799	127,044		127,044	2,082,843	334	25	359	1,892,746	190,456	2,083,202	128,000		128,000	2,020,746	190,456	2,211,202
Jun	1,762,301	185,784	1,948,085	127,044		127,044	2,075,129	200	28	228	1,889,545	185,812	2,075,357	128,000		128,000	2,017,545	185,812	2,203,357
Average	1,763,274	188,445	1,951,719	127,044		127,044	2,078,763	317	32	349	1,890,635	188,477	2,079,112	128,000		128,000	2,018,635	188,477	2,207,112

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,572,675	179,249	1,751,924	79.4
Multi-Title Digital Programs		8,744	8,744	0.4
Partnership Deductible Subscriptions	171,356	452	171,808	7.8
Sponsored Subscriptions	19,243		19,243	0.9
<b>Total Paid Subscriptions</b>	<b>1,763,274</b>	<b>188,445</b>	<b>1,951,719</b>	<b>88.4</b>
<b>Verified Subscriptions</b>				
Public Place	127,000		127,000	5.8
Individual Use	44		44	0.0
<b>Total Verified Subscriptions</b>	<b>127,044</b>		<b>127,044</b>	<b>5.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,890,318</b>	<b>188,445</b>	<b>2,078,763</b>	<b>94.2</b>
<b>Single Copy Sales</b>				
Single Issue	317	32	349	0.0
<b>Total Single Copy Sales</b>	<b>317</b>	<b>32</b>	<b>349</b>	<b>0.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,890,635</b>	<b>188,477</b>	<b>2,079,112</b>	<b>94.2</b>
<b>Analyzed Nonpaid</b>				
List	128,000		128,000	5.8
<b>Total Analyzed Nonpaid</b>	<b>128,000</b>		<b>128,000</b>	<b>5.8</b>
<b>Total Circulation</b>	<b>2,018,635</b>	<b>188,477</b>	<b>2,207,112</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
6/30/2019	2,200,000	2,217,877	2,217,877		
6/30/2018	2,200,000	2,212,206	2,210,496	1,710	0.1
6/30/2017	2,200,000	2,212,833	2,212,833		

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## PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.50		
Subscription	\$15.98		
Average Subscription Price Annualized (3)		\$6.72	
Average Subscription Price per Copy		\$0.56	

(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

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

Parents, published by Meredith Corporation \* 805 Third Avenue \* New York, NY 10022

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P: 212.499.2000 \* URL: www.parents.com

Established: 1926

MARK JOSEPHSON

Publisher, Parents Network

AAM Member since: 1927

## 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	127,000		127,000
<b>Total Public Place Copies</b>	<b>127,000</b>		<b>127,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	44		44
<b>Total Individual Use Copies</b>	<b>44</b>		<b>44</b>

## RATE BASE

Rate base shown in Executive Summary is for combined paid and verified & analyzed nonpaid circulation.

Rate Base Notes: Parents Baby: Rate Base: 750,000. Issues: March 2021, May 2021, July 2021.

## 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: 677,367

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,465

**Definition of List Source Recipients:** Recipients are physicians in the fields of Pediatrics and Obstetrics/Gynecology.

**Method of Circulation for Analyzed Nonpaid:** List Source copies are distributed by mail to individual recipients and physicians' offices.

### 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	8,744	8,744	2.0	17,472