

**Publisher's Statement**

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

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**Annual Frequency:** 13 times/year

**Field Served:** Reflects southern interest in homes and gardens, recreation and travel, and foods and entertainment.

**Published by:** Meredith Corporation

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,701,001	111,988	2,812,989	2,800,000	12,989

**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	2,474,730	146,445	2,621,175	100,917		100,917	2,722,092	74,163	162	74,325	2,649,810	146,607	2,796,417
Mar	2,444,935	154,812	2,599,747	100,917		100,917	2,700,664	116,342	133	116,475	2,662,194	154,945	2,817,139
Apr	2,438,075	158,768	2,596,843	100,917		100,917	2,697,760	130,219	212	130,431	2,669,211	158,980	2,828,191
May	2,386,226	168,345	2,554,571	140,916		140,916	2,695,487	125,268	108	125,376	2,652,410	168,453	2,820,863
Jun	2,377,814	170,270	2,548,084	140,916		140,916	2,689,000	113,231	100	113,331	2,631,961	170,370	2,802,331
<b>Average</b>	<b>2,424,356</b>	<b>159,728</b>	<b>2,584,084</b>	<b>116,917</b>		<b>116,917</b>	<b>2,701,001</b>	<b>111,845</b>	<b>143</b>	<b>111,988</b>	<b>2,653,118</b>	<b>159,871</b>	<b>2,812,989</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	2,371,249	140,983	2,512,232	89.3
Multi-Title Digital Programs		14,783	14,783	0.5
Partnership Deductible Subscriptions	52,543	3,962	56,505	2.0
Sponsored Subscriptions	564		564	0.0
<b>Total Paid Subscriptions</b>	<b>2,424,356</b>	<b>159,728</b>	<b>2,584,084</b>	<b>91.9</b>
<b>Verified Subscriptions</b>				
Public Place	71,001		71,001	2.5
Individual Use	45,916		45,916	1.6
<b>Total Verified Subscriptions</b>	<b>116,917</b>		<b>116,917</b>	<b>4.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,541,273</b>	<b>159,728</b>	<b>2,701,001</b>	<b>96.0</b>
<b>Single Copy Sales</b>				
Single Issue	47,268	143	47,411	1.7
Sponsored Single Issue	64,577		64,577	2.3
<b>Total Single Copy Sales</b>	<b>111,845</b>	<b>143</b>	<b>111,988</b>	<b>4.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>2,653,118</b>	<b>159,871</b>	<b>2,812,989</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	2,800,000	2,832,264	2,832,264		
6/30/2018	2,800,000	2,820,550	2,821,781	-1,231	
6/30/2017	2,800,000	2,829,804	2,829,916	-112	

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**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$22.00		
Average Subscription Price Annualized (3)		\$16.38	
Average Subscription Price per Copy		\$1.26	

(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: 13

**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	65,263		65,263
Personal Care Salons	5,738		5,738
<b>Total Public Place Copies</b>	<b>71,001</b>		<b>71,001</b>
<b>Individual Use</b>			
Individually Requested	1		1
Ordered/Payment Not Received	45,915		45,915
<b>Total Individual Use Copies</b>	<b>45,916</b>		<b>45,916</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%.

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 13 issues, which includes two double issues.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 373,872

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 11,243

**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	14,783	14,783	2.3	33,853

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  
 Southern Living, published by Meredith Corporation \* 1716 Locust Street \* Des Moines, IA 50309

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