



# House Beautiful

Annual Frequency: 10 times/year

Field Served: Inspirational and informative aspects of the home with a focus on decoration, paint and fabrics, kitchens, furnishings, entertaining, and home technology throughout the year.

Published by Hearst Communications

## Publisher's Statement

6 months ended December 31, 2017, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|-----------|-----------------------|
| 759,732                             | 45,185            | 804,917           | 800,000   | 4,917                 |

### 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        | 695,120            | 33,680        | 728,800                  | 20,935                 |               | 20,935                       | 749,735                             | 46,500            | 1,069         | 47,569                  | 762,555                                   | 34,749  | 797,304                           |
| Sep            | 695,226            | 34,314        | 729,540                  | 20,935                 |               | 20,935                       | 750,475                             | 41,500            | 142           | 41,642                  | 757,661                                   | 34,456  | 792,117                           |
| Oct            | 711,085            | 36,481        | 747,566                  | 20,935                 |               | 20,935                       | 768,501                             | 50,000            | 151           | 50,151                  | 782,020                                   | 36,632  | 818,652                           |
| Nov            | 703,708            | 38,977        | 742,685                  | 20,935                 |               | 20,935                       | 763,620                             | 45,000            | 164           | 45,164                  | 769,643                                   | 39,141  | 808,784                           |
| Dec/Jan        | 705,902            | 39,500        | 745,402                  | 20,928                 |               | 20,928                       | 766,330                             | 41,000            | 400           | 41,400                  | 767,830                                   | 39,900  | 807,730                           |
| <b>Average</b> | <b>702,208</b>     | <b>36,590</b> | <b>738,798</b>           | <b>20,934</b>          |               | <b>20,934</b>                | <b>759,732</b>                      | <b>44,800</b>     | <b>385</b>    | <b>45,185</b>           | <b>767,942</b>                            | <b>36,975</b>                                     | <b>804,917</b>                    |

## SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print          | Digital Issue | Total          | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |               |                |                  |
| Individual Subscriptions                       | 694,213        | 25,181        | 719,394        | 89.4             |
| Multi-Title Digital Programs                   |                | 11,409        | 11,409         | 1.4              |
| Sponsored Subscriptions                        | 7,995          |               | 7,995          | 1.0              |
| <b>Total Paid Subscriptions</b>                | <b>702,208</b> | <b>36,590</b> | <b>738,798</b> | <b>91.8</b>      |
| <b>Verified Subscriptions</b>                  |                |               |                |                  |
| Public Place                                   | 5,479          |               | 5,479          | 0.7              |
| Individual Use                                 | 15,455         |               | 15,455         | 1.9              |
| <b>Total Verified Subscriptions</b>            | <b>20,934</b>  |               | <b>20,934</b>  | <b>2.6</b>       |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>723,142</b> | <b>36,590</b> | <b>759,732</b> | <b>94.4</b>      |
| <b>Single Copy Sales</b>                       |                |               |                |                  |
| Single Issue                                   | 44,800         | 385           | 45,185         | 5.6              |
| <b>Total Single Copy Sales</b>                 | <b>44,800</b>  | <b>385</b>    | <b>45,185</b>  | <b>5.6</b>       |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>767,942</b> | <b>36,975</b> | <b>804,917</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 |
|--------------------|-----------|--------------|------------------------|------------|--------------------------|
| 12/31/2016         | 800,000   | 805,343      | 810,352                | -5,009     | -0.6                     |
| 12/31/2015         | 800,000   | 814,401      | 812,285                | 2,116      | 0.3                      |
| 12/31/2014         | 800,000   | 817,942      | 820,169                | -2,227     | -0.3                     |

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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) |                             | \$12.50          |                  |
| Average Subscription Price per Copy       |                             | \$1.25           |                  |

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2017

(3) Based on the following issue per year frequency: 10

## ADDITIONAL DATA IN WWW.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       | 5,473         |               | 5,473         |
| Hotels/Lodges                      | 6             |               | 6             |
| <b>Total Public Place Copies</b>   | <b>5,479</b>  |               | <b>5,479</b>  |
| <b>Individual Use</b>              |               |               |               |
| Ordered/Payment Not Received       | 15,455        |               | 15,455        |
| <b>Total Individual Use Copies</b> | <b>15,455</b> |               | <b>15,455</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%.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 8,229

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 87,815

### 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 |
|---------|--------------------------------------|------------------------|----------------|-----------------------|
| Texture | 11,409                               | 11,409                 | 2.3            | 26,546                |

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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