

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,880,366	538,189	3,418,555	3,400,000	18,555

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 04	2,579,074	87,365	2,666,439	194,481		194,481	2,860,920	539,612	2,227	541,839	3,313,167	89,592	3,402,759
Jan 11	2,690,350	87,516	2,777,866	197,809		197,809	2,975,675	526,216	2,624	528,840	3,414,375	90,140	3,504,515
Jan 18	2,690,019	85,372	2,775,391	204,515		204,515	2,979,906	419,451	1,874	421,325	3,313,985	87,246	3,401,231
Jan 25	2,495,127	83,077	2,578,204	195,060		195,060	2,773,264	626,956	2,449	629,405	3,317,143	85,526	3,402,669
Feb 01	2,538,325	83,336	2,621,661	194,617		194,617	2,816,278	583,475	2,719	586,194	3,316,417	86,055	3,402,472
Feb 08	2,601,614	83,479	2,685,093	195,328		195,328	2,880,421	524,609	2,637	527,246	3,321,551	86,116	3,407,667
Feb 15	2,657,345	83,525	2,740,870	198,086		198,086	2,938,956	462,895	1,973	464,868	3,318,326	85,498	3,403,824
Feb 17	2,562,748	30,640	2,593,388	100,159		100,159	2,693,547				2,662,907	30,640	2,693,547
Feb 22	2,668,117	83,558	2,751,675	194,672		194,672	2,946,347	457,874	1,913	459,787	3,320,663	85,471	3,406,134
Feb 29	2,607,484	83,290	2,690,774	194,416		194,416	2,885,190	519,575	2,079	521,654	3,321,475	85,369	3,406,844
Mar 07	2,659,478	84,058	2,743,536	194,478		194,478	2,938,014	467,142	1,961	469,103	3,321,098	86,019	3,407,117
Mar 14	2,652,980	84,118	2,737,098	195,252		195,252	2,932,350	576,621	2,459	579,080	3,424,853	86,577	3,511,430
Mar 21	2,575,527	84,136	2,659,663	194,575		194,575	2,854,238	553,063	1,610	554,673	3,323,165	85,746	3,408,911
Mar 28	2,597,071	83,567	2,680,638	194,829		194,829	2,875,467	531,480	2,072	533,552	3,323,380	85,639	3,409,019
Apr 04	2,637,535	66,137	2,703,672	194,866		194,866	2,898,538	509,606	1,951	511,557	3,342,007	68,088	3,410,095
Apr 11	2,646,168	64,540	2,710,708	194,773		194,773	2,905,481	496,294	1,559	497,853	3,337,235	66,099	3,403,334
Apr 18	2,606,646	66,219	2,672,865	197,931		197,931	2,870,796	531,118	2,067	533,185	3,335,695	68,286	3,403,981
Apr 25	2,649,629	62,666	2,712,295	197,696		197,696	2,909,991	492,798	1,784	494,582	3,340,123	64,450	3,404,573
May 02	2,697,044	64,331	2,761,375	209,515		209,515	2,970,890	543,724	2,190	545,914	3,450,283	66,521	3,516,804
May 09	2,243,137	62,042	2,305,179	209,995		209,995	2,515,174	894,426	2,499	896,925	3,347,558	64,541	3,412,099
May 16	2,578,690	61,508	2,640,198	209,647		209,647	2,849,845	557,844	1,709	559,553	3,346,181	63,217	3,409,398
May 23	2,394,394	65,772	2,460,166	209,511		209,511	2,669,677	744,914	2,730	747,644	3,348,819	68,502	3,417,321
May 30	2,717,344	61,921	2,779,265	209,389		209,389	2,988,654	447,927	1,554	449,481	3,374,660	63,475	3,438,135
Jun 06	2,613,646	63,332	2,676,978	217,738		217,738	2,894,716	506,780	1,343	508,123	3,338,164	64,675	3,402,839
Jun 13	2,627,010	63,298	2,690,308	220,296		220,296	2,910,604	490,733	1,563	492,296	3,338,039	64,861	3,402,900
Jun 20	2,634,503	63,217	2,697,720	219,911		219,911	2,917,631	438,712	1,039	439,751	3,293,126	64,256	3,357,382
Jun 27	2,656,319	61,448	2,717,767	212,714		212,714	2,930,481	497,392	1,110	498,502	3,366,425	62,558	3,428,983
Average	2,604,407	73,955	2,678,362	202,004		202,004	2,880,366	536,201	1,988	538,189	3,342,612	75,943	3,418,555

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	2,394,175	43,164	2,437,339	71.3
Multi-Title Digital Programs		30,791	30,791	0.9
Partnership Deductible Subscriptions	210,232		210,232	6.1
Total Paid Subscriptions	2,604,407	73,955	2,678,362	78.3
Verified Subscriptions				
Public Place	179,638		179,638	5.3
Individual Use	22,366		22,366	0.7
Total Verified Subscriptions	202,004		202,004	5.9
Total Paid & Verified Subscriptions	2,806,411	73,955	2,880,366	84.3
Single Copy Sales				
Single Issue	536,201	1,988	538,189	15.7
Total Single Copy Sales	536,201	1,988	538,189	15.7
Total Paid & Verified Circulation	3,342,612	75,943	3,418,555	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	3,450,000	3,512,352	3,503,208	9,144	0.3
6/30/2014	3,475,000	3,530,389	3,519,362	11,027	0.3
6/30/2013	3,475,000	3,596,212	3,592,717	3,495	0.1

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.37		
Subscription	\$116.07		
Average Subscription Price Annualized (3)		\$88.34	
Average Subscription Price per Copy		\$1.67	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2015
- (3) Based on the following issue per year frequency: 53

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
Public Place			
Business/Professional Services	1,489		1,489
Doctor/Health Care Providers	148,521		148,521
Personal Care Salons	29,628		29,628
Total Public Place	179,638		179,638
Individual Use			
Individually Requested	999		999
Ordered/Payment Not Received	21,367		21,367
Total Individual Use	22,366		22,366

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

Rate Base Notes: Rate base including feature issues: 3,415,385
 Feature Issues with Higher Rate Bases: 1/11 Rate Base 3,500,000; 3/14 Rate Base 3,500,000; 5/2 Rate Base 3,500,000; 5/30 Rate Base 3,500,000
 Red Carpet Rate Base 2,600,000

NOTES

Special Issue: * Special issue circulation not included in averages.
Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.
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.
Double Issues: A double issue represents two copies of service. The Average Subscription Price Annualized is based on 53 issues, which includes 2 double issues.
Publisher's Expiration Policy: It is the practice of the publisher to expire subscriptions on a month-end basis, but no offer of this is made.

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	30,791	22,275	3.3	72,811

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 445,980

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 124,398

Single Copy Sales: The following average number of copies are included in Single Copy Sales to adjust Scan Based Trading data used to report some sales: 4,989 or 0.9% of single copy sales.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 219,889

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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