

## Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,971,618	446,930	3,418,548	3,400,000	18,548

### 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 02	2,716,803	57,989	2,774,792	217,693		217,693	2,992,485	410,342	1,214	411,556	3,344,838	59,203	3,404,041
Jan 09	2,687,625	58,674	2,746,299	204,238		204,238	2,950,537	464,153	1,402	465,555	3,356,016	60,076	3,416,092
Jan 16	2,588,807	57,192	2,645,999	202,114		202,114	2,848,113	553,676	1,449	555,125	3,344,597	58,641	3,403,238
Jan 23	2,791,405	59,149	2,850,554	196,825		196,825	3,047,379	459,657	1,724	461,381	3,447,887	60,873	3,508,760
Jan 30	2,778,381	56,512	2,834,893	222,781		222,781	3,057,674	349,217	1,051	350,268	3,350,379	57,563	3,407,942
Feb 06	2,701,950	58,074	2,760,024	258,046		258,046	3,018,070	381,858	1,174	383,032	3,341,854	59,248	3,401,102
Feb 13	2,733,184	55,110	2,788,294	241,608		241,608	3,029,902	372,972	1,106	374,078	3,347,764	56,216	3,403,980
* Feb 15	2,479,417	37,736	2,517,153	125,008		125,008	2,642,161				2,604,425	37,736	2,642,161
Feb 20	2,744,132	56,618	2,800,750	198,121		198,121	2,998,871	418,418	1,052	419,470	3,360,671	57,670	3,418,341
Feb 27	2,705,061	54,678	2,759,739	269,007		269,007	3,028,746	346,355	933	347,288	3,320,423	55,611	3,376,034
Mar 06	2,638,607	57,900	2,696,507	221,245		221,245	2,917,752	491,651	1,411	493,062	3,351,503	59,311	3,410,814
Mar 13	2,709,546	56,383	2,765,929	271,015		271,015	3,036,944	429,907	1,144	431,051	3,410,468	57,527	3,467,995
Mar 20	2,626,924	57,676	2,684,600	215,797		215,797	2,900,397	537,959	1,597	539,556	3,380,680	59,273	3,439,953
Mar 27	2,700,845	57,665	2,758,510	242,523		242,523	3,001,033	404,879	1,244	406,123	3,348,247	58,909	3,407,156
Apr 03	2,682,026	60,727	2,742,753	228,776		228,776	2,971,529	446,675	1,269	447,944	3,357,477	61,996	3,419,473
Apr 10	2,617,212	59,486	2,676,698	228,384		228,384	2,905,082	515,895	1,313	517,208	3,361,491	60,799	3,422,290
Apr 17	2,676,518	57,832	2,734,350	240,766		240,766	2,975,116	430,429	1,145	431,574	3,347,713	58,977	3,406,690
Apr 24	2,704,479	57,977	2,762,456	236,656		236,656	2,999,112	406,007	1,173	407,180	3,347,142	59,150	3,406,292
May 01	2,670,305	57,607	2,727,912	299,541		299,541	3,027,453	448,032	1,420	449,452	3,417,878	59,027	3,476,905
May 08	2,659,095	56,376	2,715,471	258,881		258,881	2,974,352	393,768	1,105	394,873	3,311,744	57,481	3,369,225
May 15	2,628,934	56,999	2,685,933	228,588		228,588	2,914,521	509,048	1,338	510,386	3,366,570	58,337	3,424,907
May 22	2,703,374	54,816	2,758,190	227,788		227,788	2,985,978	436,574	1,089	437,663	3,367,736	55,905	3,423,641
May 29	2,734,799	58,049	2,792,848	227,955		227,955	3,020,803	500,233	1,345	501,578	3,462,987	59,394	3,522,381
Jun 05	2,488,906	56,804	2,545,710	230,161		230,161	2,775,871	650,551	1,264	651,815	3,369,618	58,068	3,427,686
Jun 12	2,635,900	57,046	2,692,946	237,989		237,989	2,930,935	406,115	1,090	407,205	3,280,004	58,136	3,338,140
Jun 19	2,677,006	57,037	2,734,043	242,944		242,944	2,976,987	392,900	1,049	393,949	3,312,850	58,086	3,370,936
Jun 26	2,684,728	55,528	2,740,256	236,170		236,170	2,976,426	430,695	1,113	431,808	3,351,593	56,641	3,408,234
Average	2,680,252	57,304	2,737,556	234,062		234,062	2,971,618	445,691	1,239	446,930	3,360,005	58,543	3,418,548

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	2,266,715	34,015	2,300,730	67.3
Multi-Title Digital Programs		23,289	23,289	0.7
Partnership Deductible Subscriptions	413,537		413,537	12.1
<b>Total Paid Subscriptions</b>	<b>2,680,252</b>	<b>57,304</b>	<b>2,737,556</b>	<b>80.1</b>
<b>Verified Subscriptions</b>				
Public Place	219,038		219,038	6.4
Individual Use	15,024		15,024	0.4
<b>Total Verified Subscriptions</b>	<b>234,062</b>		<b>234,062</b>	<b>6.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,914,314</b>	<b>57,304</b>	<b>2,971,618</b>	<b>86.9</b>
<b>Single Copy Sales</b>				
Single Issue	445,691	1,239	446,930	13.1
<b>Total Single Copy Sales</b>	<b>445,691</b>	<b>1,239</b>	<b>446,930</b>	<b>13.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>3,360,005</b>	<b>58,543</b>	<b>3,418,548</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
6/30/2016	3,412,778	3,454,731	3,452,516	2,215	0.1
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

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**PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.80		
Subscription	\$118.26		
Average Subscription Price Annualized (3)		\$91.69	
Average Subscription Price per Copy		\$1.73	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 53

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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>			
Business/Professional Services	4,493		4,493
Doctor/Health Care Providers	149,681		149,681
Personal Care Salons	64,864		64,864
<b>Total Public Place</b>	<b>219,038</b>		<b>219,038</b>
<b>Individual Use</b>			
Individually Requested	86		86
Ordered/Payment Not Received	14,938		14,938
<b>Total Individual Use</b>	<b>15,024</b>		<b>15,024</b>

**RATE BASE**

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

Rate Base Notes: Rate Base Notes: Rate base including feature issues: 3,415,385

Feature Issues with Other Rate Bases: 1/23 Rate Base 3,500,000; 3/13 Rate Base 3,500,000; 5/1 Rate Base 3,500,000; 5/29 Rate Base 3,500,000

Special Issues: Red Carpet Rate Base 2,600,000

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**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	23,289	23,289	2.9	66,423

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 380,225

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 211,004

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 139,260

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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