

Publisher's Statement

6 months ended June 30, 2015 Subject to Audit



Field Served: Personality Journalism.

Published by Time Inc. Frequency: 53 times/year

TOTAL AVERAGE PAID & VERIFIED CIRCULATION

Paid & Verified Circulation: (See Par. 6)	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid					
Print	2,583,364	74.5			
Digital Issue	49,963	1.4			
Total Paid Subscriptions	2,633,327	75.9			
Verified					
Print	191,924	5.5			
Total Verified Subscriptions	191,924	5.5			
Total Paid & Verified Subscriptions	2,825,251	81.4			
Single Copy Sales					
Print	607,440	17.5			
Digital Issue	36,407	1.1			
Total Single Copy Sales	643,847	18.6			
Total Paid & Verified Circulation	3,469,098	100.0	3,425,000	44,098	1.3
Rate Base including feature issues			3,444,231	24,867	0.7

PRICES

	Suggested	Ave	rage Price (2)
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$5.11		_
Subscription	\$116.07		
Average Subscription Price Annualized			
(53 issue frequency)		\$92.51	
Average Subscription Price per Copy		\$1.75	

⁽¹⁾ For the Statement period (2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Verified Subscriptions

			and odboompine			o a boomp a onto			gio cop, caio	•		- · ·	
ssue		Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Jan.	^5	2,676,508	55,054	2,731,562	192,010	192,010	2,923,572	577,829	34,701	612,530	3,446,347	89,755	3,536,102
	12	2,628,821	54,810	2,683,631	191,609	191,609	2,875,240	531,546	35,163	566,709	3,351,976	89,973	3,441,949
	19	2,660,763	54,717	2,715,480	191,983	191,983	2,907,463	469,662	35,062	504,724	3,322,408	89,779	3,412,187
	26	2,638,469	49,810	2,688,279	191,405	191,405	2,879,684	525,843	35,386	561,229	3,355,717	85,196	3,440,913
Feb.	2	2,570,331	49,836	2,620,167	191,658	191,658	2,811,825	590,753	35,562	626,315	3,352,742	85,398	3,438,140
	9	2,494,737	49,760	2,544,497	191,499	191,499	2,735,996	699,546	35,964	735,510	3,385,782	85,724	3,471,506
	16	2,540,183	49,569	2,589,752	191,686	191,686	2,781,438	680,709	37,890	718,599	3,412,578	87,459	3,500,037
	23	2,612,469	49,627	2,662,096	192,164	192,164	2,854,260	554,588	35,993	590,581	3,359,221	85,620	3,444,841
Mar.	2	2,511,708	50,080	2,561,788	192,254	192,254	2,754,042	651,961	36,962	688,923	3,355,923	87,042	3,442,965
	^ 9	2,743,969	50,755	2,794,724	191,455	191,455	2,986,179	501,669	35,713	537,382	3,437,093	86,468	3,523,561
	16	2,564,525	49,807	2,614,332	191,785	191,785	2,806,117	601,048	36,286	637,334	3,357,358	86,093	3,443,451
	23	2,578,893	49,920	2,628,813	191,533	191,533	2,820,346	655,330	36,500	691,830	3,425,756	86,420	3,512,176
	30	2,602,753	49,967	2,652,720	191,976	191,976	2,844,696	565,210	36,712	601,922	3,359,939	86,679	3,446,618
Apr.	6	2,610,334	49,687	2,660,021	191,990	191,990	2,852,011	556,424	36,048	592,472	3,358,748	85,735	3,444,483
	13	2,589,995	49,801	2,639,796	192,328	192,328	2,832,124	575,756	36,202	611,958	3,358,079	86,003	3,444,082
	20	2,602,610	49,750	2,652,360	191,663	191,663	2,844,023	568,667	35,935	604,602	3,362,940	85,685	3,448,625
	27	2,551,054	49,042	2,600,096	192,312	192,312	2,792,408	635,746	36,920	672,666	3,379,112	85,962	3,465,074
May	^ 4	2,626,975	48,586	2,675,561	192,209	192,209	2,867,770	673,011	36,961	709,972	3,492,195	85,547	3,577,742
	11	2,551,516	48,610	2,600,126	191,952	191,952	2,792,078	624,943	36,953	661,896	3,368,411	85,563	3,453,974
	18	2,493,007	48,792	2,541,799	191,736	191,736	2,733,535	684,566	36,785	721,351	3,369,309	85,577	3,454,886
	25	2,568,184	48,543	2,616,727	191,473	191,473	2,808,200	597,640	36,456	634,096	3,357,297	84,999	3,442,296
June	^ 1	2,645,147	48,238	2,693,385	194,560	194,560	2,887,945	512,945	36,682	549,627	3,352,652	84,920	3,437,572
	8	2,478,947	48,014	2,526,961	191,412	191,412	2,718,373	742,651	38,128	780,779	3,413,010	86,142	3,499,152
	15	2,576,206	48,390	2,624,596	191,552	191,552	2,816,148	607,200	37,278	644,478	3,374,958	85,668	3,460,626
	22	2,496,415	48,369	2,544,784	192,123	192,123	2,736,907	769,100	37,499	806,599	3,457,638	85,868	3,543,506
	29	2,552,945	49,504	2,602,449	191,697	191,697	2,794,146	639,097	36,841	675,938	3,383,739	86,345	3,470,084
Red Ca	rpet Specia l *	2,552,793		2,552,793	191,463	191,463	2,744,256				2,744,256		2,744,256

Single Copy Sales

AVERAGE CIRCULATION BY REGIONAL. METRO & DEMOGRAPHIC EDITIONS

		Paid Sub	scriptions	Verified Su	Verified Subscriptions			Single Copy Sales			
Edition	Numbe of Issues		Total Paid Subscrip- tions	Print	Total Verified Subscrip- tions	Total Paid & Verified Subscrip- tions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation	Rate Base
NATIONAL EDITION Split People	26	1,291,682	1,291,682	95,962	95,962	1,387,644	303,720	303,720	1,691,364	1,691,364	1,722,116

TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	2,163,131	60.4	2,272,460	63.8	2,409,013	66.9	2,488,094	70.4	2,530,204	71.8
Verified	141,870	4.0	161,407	4.5	236,527	6.6	213,938	6.0	281,377	8.0
Total Paid & Verified Subscriptions	2,305,001	64.4	2,433,867	68.3	2,645,540	73.5	2,702,032	76.4	2,811,581	79.8
Single Copy Sales	1,273,188	35.6	1,129,543	31.7	956,229	26.5	832,400	23.6	712,607	20.2
Total Paid & Verified Circulation	3,578,189	100.0	3,563,410	100.0	3,601,769	100.0	3,534,432	100.0	3,524,188	100.0
Year Over Year Percent of Change		-1.0		-0.4		1.1		-1.9		-0.3
Avg. Annualized Subscription Price	\$99.99		\$100.86		\$100.25		\$102.63		\$103.16	

 $^{^*}$ Special Issue - Red Carpet Special (Rate Base 2,600,000) - circulation not included in averages shown in Par. 1. * Feature Issues with Higher Rate Bases: 1/5, 3/9, 5/4, 6/1 - Rate Base 3,550,000.

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
2,072,066	49,474	2,121,540	61.2
40,637		40,637	1,1
314,892	489	315,381	9.1
155,769		155,769	4.5
2,583,364	49,963	2,633,327	75.9
138.508		138,508	4.0
53,416		53,416	1.5
191,924		191,924	5.5
2,775,288	49,963	2,825,251	81.4
607,440	36,407	643,847	18.6
607,440	36,407	643,847	18.6
3,382,728	86,370	3,469,098	100.0
	2,072,066 40,637 314,892 155,769 2,583,364 138,508 53,416 191,924 2,775,288 607,440 607,440	Print Average for Period 2,072,066	Print Average for Period Issue Average for Period Total 2,072,066 40,637 40,637 314,892 489 315,381 489 315,381 155,769 52,583,364 49,963 2,633,327 155,769 138,508 53,416 53,416 53,416 191,924 2,775,288 49,963 2,825,251 191,924 643,847 607,440 36,407 643,847 643,847

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

	Doctor/ Health Care	Personal Care	Business/ Professional	Fitness/ Recreational	Public Place	Total Public Place
Verified Subscription:	Providers	Salons	Services	Facilities	Other	Copies
Public Place	98,266	38,282	1.032	928		138,508

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

 $The \ following \ represents \ the \ average \ individual \ use \ copies \ made \ available \ during \ the \ statement \ period \ to \ the \ following \ individuals:$

Total

Verified Subscription: Individually Requested Other Copies
Individual Use 53,416
Individual Use 53,416

7. GEOGRAPHIC DATA for the February 9, 2015 issue

Total paid & verified circulation of this issue was 0.1% greater than the total average paid & verified circulation.

	PAID	SUBSCRIPT	IONS	VERIFIED SU	BSCRIPTIONS	S SINGLE COPY SALES						
State	Print	Digital Issue	Total Paid Subscrip- tions	Print	Total Verified Subscrip- tions	Total Paid & Verified Subscrip- tions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Alabama	31,195		31,195	2,182	2,182	33,377	7,015		7,015	40,392		40,392
Arizona Arkansas	46,168 15,735		46,168 15,735	3,051 1,107	3,051 1,107	49,219 16.842	15,621 4,190		15,621 4,190	64,840 21,032		64,840 21,032
California	276,618		276.618	23.222	23,222	299,840	64.964		64.964	364,804		364.804
Colorado	45,807		45,807	2,835	2,835	48,642	12,472		12,472	61,114		61,114
Connecticut	40,529		40,529	3,616	3,616	44,145	7,776		7,776	51,921		51,921
Delaware District of Columbia	9,236 4,426		9,236 4,426	638 615	638 615	9,874 5,041	1,962 1,779		1,962 1,779	11,836 6,820		11,836 6,820
Florida	148,506		148,506	12,700	12,700	161,206	47,021		47,021	208,227		208,227
Georgia	62,274		62,274	5,099	5,099	67,373	20,422		20,422	87,795		87,795
Idaho Illinois	10,860 115,316		10,860 115,316	752 8,594	752 8,594	11,612 123,910	3,204 24,840		3,204 24,840	14,816 148,750		14,816 148,750
Indiana	52,181		52,181	4,116	4,116	56,297	11,029		11.029	67,326		67,326
lowa	31,607		31,607	1,649	1,649	33,256	6,830		6,830	40,086		40,086
Kansas Kentucky	25,054 31,315		25,054 31,315	1,604 2,191	1,604 2,191	26,658 33,506	5,347 6.752		5,347 6,752	32,005 40,258		32,005 40,258
Louisiana	30,077		30.077	2.086	2,086	32,163	6.945		6.945	39.108		39,108
Maine	10,685		10,685	810	810	11,495	3,383		3,383	14,878		14,878
Maryland Massachusetts	51,286 67.807		51,286 67,807	4,795 6,395	4,795 6,395	56,081 74,202	10,276 17,682		10,276 17,682	66,357 91,884		66,357 91,884
Michigan	83,759		83,759	6.289	6,289	90.048	19.828		19,828	109.876		109.876
Minnesota	55,050		55,050	3,112	3,112	58,162	13,324		13,324	71,486		109,876 71,486
Mississippi	14,723		14,723 48,605	1,026	1,026	15,749 51,889	3,503		3,503	19,252		19,252 63,349
Missouri Montana	48,605 8,627		48,605 8.627	3,284 548	3,284 548	9,175	11,460 3,223		11,460 3,223	63,349 12,398		12,398
Nebraska	17,551		17,551	1,116	1,116	18,667	4,079		4,079	22,746		22,746
Nevada	17,996		17,996	1,126	1,126	19,122	7,717		7,717	26,839		26,839
New Hampshire New Jersey	13,384 84,642		13,384 84,642	1,033 8,908	1,033 8,908	14,417 93,550	4,283 17.048		4,283 17,048	18,700 110,598		18,700 110,598
New Mexico	12,532		12,532	709	709	13,241	3,082		3,082	16,323		16,323
New York	148,667		148,667	16,020	16,020	164,687	36,568		36.568	201,255		201.255
North Carolina	64,870 7.651		64,870 7.651	4,992	4,992 435	69,862 8,086	17,488 1.762		17,488	87,350 9.848		87,350 9,848
North Dakota Ohio	105.933		105.933	435 7,127	7,127	113,060	22,228		1,762 22,228	135,288		135,288
Oklahoma	25,771		25,771	1,721	1,721	27,492	5,770		5,770	33,262		33,262
Oregon	28,308		28,308	1,743	1,743	30,051	8,603		8,603	38,654		38,654
Pennsylvania Rhode Island	120,732 9,236		120,732 9,236	8,919 925	8,919 925	129,651 10,161	27,976 2,034		27,976 2,034	157,627 12,195		157,627 12,195
South Carolina	31,392		31,392	2.454	2,454	33,846	9,879		9,879	43,725		43,725
South Dakota	7,506		7,506	438	438	7,944	2,063		2,063	10,007		10,007
Tennessee Texas	44,099 163,207		44,099 163,207	3,434 12,112	3,434 12,112	47,533 175,319	11,501 42,651		11,501 42,651	59,034 217,970		59,034 217,970
Utah	14,902		14,902	1,483	1,483	16,385	5,086		5,086	21,471		21,471
Vermont	6,263		6,263	405	405	6,668	1,493		1,493	8,161		8,161
Virginia Washington	70,980 51,323		70,980 51,323	5,261 3,477	5,261 3,477	76,241 54,800	15,984 18,783		15,984 18,783	92,225 73,583		92,225 73,583
West Virginia	13.392		13.392	877	877	14,269	2,753 11,354		2,753	17,022		17,022
Wisconsin	60,598		60,598	3,203	3,203	63,801	11,354		11,354	75,155		75,155
Wyoming	4,738		4,738	224	224	4,962	1,639		1,639	6,601		6,601
TOTAL 48 CONTERMINOUS STATES Alaska	2,443,119 3.813		2,443,119 3.813	190,458 131	190,458 131	2,633,577	612,672 1,945		612,672 1,945	3,246,249 5,889		3,246,249 5,889
Hawaii	9,240		9,240	312	312	3,944 9,552	3,234		3,234	12,786		12,786
TOTAL ALASKA & HAWAII U.S. Unclassified	13,053		13,053	443	443	13,496	5,179		5,179	18,675		18,675
TOTAL UNITED STATES	2,456,172		2,456,172	190,901	190,901	2,647,073	617,851		617,851	3,264,924		3,264,924
Poss. & Other Areas U.S. & POSS., etc.	978 2,457,150		978 2,457,150	38 190,939	38 190,939	1,016 2,648,089	366 618,217		366 618,217	1,382 3,266,306		1,382 3,266,306
CANADA												
Alberta	6,487		6,487	96	96	6,583	13,336		13,336	19,919		19,919
British Columbia	4,507		4,507	68	68	4,575	11,325		11,325	15,900		15,900
Manitoba	1,630 684		1,630	24	24	1,654	2,945		2,945	4,599		4,599
New Brunswick Newfoundland/Labrador	684 278		684 278	10 4	10 4	694 282	1,216 750		1,216 750	1,910 1,032		1,910 1,032
Northwest Territories	43		43	i	i	44	142		142	186		186
Nova Scotia	804		804	12	12	816	2,034		2,034	2,850		2.850
Nunavut Ontario	29 17,863		29 17,863	265	265	29 18,128	3 35,642		3 35,642	32 53,770		32 53,770
Prince Edward Island	196		17,003	265 3	265 3	199	224		224	423		423
Quebec	1,591		1,591	24	24	1,615	3,845		3,845	5,460		5,460
Saskatchewan	2,371		2,371 50	35 1	35 1	2,406	2,578		2,578	4,984		4,984 240
Yukon Territory Canadian Undassified	50		50	1	1	51	189		189	240		240
TOTAL CANADA	36,533		36,533	543	543	37,076	74,229		74,229	111,305		111,305
International	118	40.760	118	2	2	120	7,100	25.004	7,100	7,220	05 704	7,220
Other Unclassified Military or Civilian Personnel Overseas	936	49,760	49,760 936	15	15	49,760 951		35,964	35,964	951	85,724	85,724 951
GRAND TOTAL	2,494,737	49,760	2,544,497	191,499		2,735,996	699,546	35,964	735,510		85,724	3,471,506

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION		%	C.CHANNELS		%
(a) One to six months (1 to 26 issues)	526,777	28.0	(a) Ordered by subscriber action via direct mail, direct		
(b) Seven to eleven months (27 to 48 issues)	114,053	6.0	mail agents, inserts, online, renewals, catalogs, or		
(c) Twelve months (49 to 53 issues)	762,209	40.5	other outlets available to the subscribers	1,807,738	96.0
(d) Thirteen to twenty-four months	430,756	22.9	(b) Ordered by subscribers in response to unsolicited		
(e) Twenty-five months and more	49.616	2.6	telemarketing and door to door selling	3,329	0.2
- '' '			(c) Ordered by subscribers in response to fund-raising		
Total Subscriptions Sold in Period	1,883,411	100.0	programs of schools, churches, and other similar		
			organizations	72,344	3.8
B. USE OF PREMIUMS			(d) Subscriptions as part of membership in an organiza-		
(a) Ordered without premium	1,731,728	91.9	tion	None	
(b) Ordered with material reprinted from branded			Total Subscriptions Sold in Period	1.883.411	100.0
editorial material, See Par. 9	14,189	0.8	iotal Subscriptions Sold in Feriod	1,000,411	100.0
(c) Ordered with other premiums, See Par. 9	137,494	7.3			
Total Subscriptions Sold in Period	1.883.411	100.0			
	.,,				

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: U.S., \$4.99 on 23 issues and \$5.99 on 3 issues (1/5/15, 3/9/15 and 5/4/15). Canada, \$5.99 on 23 issues and \$6.99 on 3 issues (1/5/15, 3/9/15 and 5/4/15).
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 210,040 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 68,468 or 2.6% of average paid subscription circulation
- (d) DESCRIPTION OF DIGITAL The Digital Issue is consistent with the print edition all editorial content is included as an exact replica or in a format and design created specifically for the device being used. The Digital Issue is available through various offers and digital stores.
- (e) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published two double issues during the average price calculation period. The average price and the annualized price are based on 53 issues.
- (f) 30,640 subscriptions were sold in combination during this statement period.

	Subscriptions	Subscription	Price of	Suggested
Combination Publication	Sold	Term	Combination	Retail Price
People StyleWatch	16,110		\$36.00-\$132.00	\$21.95-\$27.94
InStyle	7,078	6-13 issues	\$36.00-\$39.96	\$12.00-\$26.00
Entertainment Weekly	5,914	12-20 issues	\$30.00	\$11.52-\$19.20
Health	779	10 issues	\$36.00	\$16.50
Essence	759	12 issues	\$36.00	\$22.00

(g) Award Point Subscription Sales: The average of 315,381 copies per issue (314,892 Print copies; 489 Digital Issue copies), shown in Par. 6 and included in Par. 1, represents the following:

An average of 239,099 copies per issue represents copies purchased through the redemption of Airline Frequent Flyer miles valued at 2.5¢ to 3¢ per mile.

An average of 22,282 copies per issue represents copies purchased through the redemption of award points valued at 1¢ to \$1.00 per point.

- (h) Partnership Subscription Sales (Deductible): The average of 155,769 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$25.00 to \$30.00 of the sales price was allocated for a 15 to 30 issue subscription to this publication.
- (i) Use of Premiums: A retailer gift card, of varied value, or a bag, with no advertised or stated value, was offered with some subscriptions.
- (j) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from 1 to 4 more issues than entitled to, but no offer of this kind is made to subscribers.
- (k) Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as paid single copy sales based on consumer payment for the program and consumer's request for this specific magazine. Included in Digital Issue single copy sales is an average of 33,600 copies per issue from this program.

 (I) An average of 52,457 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-14	3,505,288	3,530,389	3,519,362	11,027	0.3
06-30-13	3,500,000	3,596,212	3,592,717	3,495	0.1
06-30-12	3,490,196	3,573,998	3,566,488	7,510	0.2
06-30-11	3,495,098	3,575,030	3.579.823	-4,793	-0.1
06-30-10	3,493,137	3.593.748	3.584.255	9.493	0.3

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: Time Inc.

PEOPLE, published by Time Inc. • Time & Life Building, Rockefeller Center • New York, NY 10020

TAMMY BERENTSON KAREN KOVACS VP, Consumer Marketing Publisher

P: 212.522.1212 • URL: www.people.com Established: 1974 AAM Member since: 1974

Page 5 of 5 • 04-0847-0 Alliance for Audited Media Copyright © 2015 All rights reserved. 04-0847-0

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Average Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

02/09/15

5.11

116.07