

## Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 10 times/year

Field Served: ELLE reports on emerging trends in fashion, beauty, and style. It surrounds a visual core with features, plus news and analysis of the larger world readers inhabit. Everything from culture, health, and politics, to the art and science of relationships.

Published by: Hearst Magazine Media

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,011,821	17,940	1,029,761	1,000,000	29,761

### 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			
Feb	897,416	129,001	1,026,417	1,444		1,444	1,027,861	17,000	148	17,148	915,860	129,149	1,045,009
Mar	869,352	127,704	997,056	32,397		32,397	1,029,453	18,000	95	18,095	919,749	127,799	1,047,548
Apr	863,278	114,855	978,133	32,396		32,396	1,010,529	18,000	130	18,130	913,674	114,985	1,028,659
May	864,554	114,305	978,859	32,381		32,381	1,011,240	16,000	126	16,126	912,935	114,431	1,027,366
Jun	854,414	93,229	947,643	32,379		32,379	980,022	20,000	200	20,200	906,793	93,429	1,000,222
<b>Average</b>	<b>869,803</b>	<b>115,819</b>	<b>985,622</b>	<b>26,199</b>		<b>26,199</b>	<b>1,011,821</b>	<b>17,800</b>	<b>140</b>	<b>17,940</b>	<b>913,802</b>	<b>115,959</b>	<b>1,029,761</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	746,456	87,298	833,754	81.0
Multi-Title Digital Programs		28,521	28,521	2.8
Partnership Deductible Subscriptions	81,615		81,615	7.9
Sponsored Subscriptions	41,732		41,732	4.1
<b>Total Paid Subscriptions</b>	<b>869,803</b>	<b>115,819</b>	<b>985,622</b>	<b>95.7</b>
<b>Verified Subscriptions</b>				
Public Place	24,825		24,825	2.4
Individual Use	1,374		1,374	0.1
<b>Total Verified Subscriptions</b>	<b>26,199</b>		<b>26,199</b>	<b>2.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>896,002</b>	<b>115,819</b>	<b>1,011,821</b>	<b>98.3</b>
<b>Single Copy Sales</b>				
Single Issue	17,800	140	17,940	1.7
<b>Total Single Copy Sales</b>	<b>17,800</b>	<b>140</b>	<b>17,940</b>	<b>1.7</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>913,802</b>	<b>115,959</b>	<b>1,029,761</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
12/31/2019	1,050,000	1,068,158	1,068,158		
12/31/2018	1,100,000	1,121,810	1,121,810		
12/31/2017	1,100,000	1,114,455	1,114,455		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.19		
Average Subscription Price Annualized (3)	\$15.00		
Average Subscription Price per Copy		\$9.30	\$0.93

(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: 10

**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>			
Hotels/Lodges	25		25
Personal Care Salons	24,800		24,800
<b>Total Public Place Copies</b>	<b>24,825</b>		<b>24,825</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	1,374		1,374
<b>Total Individual Use Copies</b>	<b>1,374</b>		<b>1,374</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%.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 214,485

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 84,244

**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	28,521	28,521	1.7	47,060

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: Hearst Magazine Media, Inc.  
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 Established: 1985

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