

## Publisher's Statement

6 months ended June 30, 2022, 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
986,268	19,103	1,005,371	1,000,000	5,371

### 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	858,118	84,390	942,508	34,678		34,678	977,186	15,000	51	15,051	907,796	84,441	992,237
Mar	854,138	92,166	946,304	34,678		34,678	980,982	25,000	84	25,084	913,816	92,250	1,006,066
Apr	854,142	98,233	952,375	34,678		34,678	987,053	16,000	110	16,110	904,820	98,343	1,003,163
May	851,782	95,891	947,673	34,678		34,678	982,351	21,000	71	21,071	907,460	95,962	1,003,422
Jun/Jul	865,072	103,790	968,862	34,910		34,910	1,003,772	18,000	200	18,200	917,982	103,990	1,021,972
<b>Average</b>	<b>856,650</b>	<b>94,894</b>	<b>951,544</b>	<b>34,724</b>		<b>34,724</b>	<b>986,268</b>	<b>19,000</b>	<b>103</b>	<b>19,103</b>	<b>910,374</b>	<b>94,997</b>	<b>1,005,371</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	781,479	71,944	853,423	84.9
Multi-Title Digital Programs		22,950	22,950	2.3
Partnership Deductible Subscriptions	53,156		53,156	5.3
Sponsored Subscriptions	22,015		22,015	2.2
<b>Total Paid Subscriptions</b>	<b>856,650</b>	<b>94,894</b>	<b>951,544</b>	<b>94.6</b>
<b>Verified Subscriptions</b>				
Public Place	33,075		33,075	3.3
Individual Use	1,649		1,649	0.2
<b>Total Verified Subscriptions</b>	<b>34,724</b>		<b>34,724</b>	<b>3.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>891,374</b>	<b>94,894</b>	<b>986,268</b>	<b>98.1</b>
<b>Single Copy Sales</b>				
Single Issue	19,000	103	19,103	1.9
<b>Total Single Copy Sales</b>	<b>19,000</b>	<b>103</b>	<b>19,103</b>	<b>1.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>910,374</b>	<b>94,997</b>	<b>1,005,371</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
12/31/2021	1,000,000	1,029,490	1,029,490		
12/31/2020	1,034,000	1,049,685	1,049,685		
12/31/2019	1,050,000	1,068,158	1,068,158		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.19	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$6.10
Average Subscription Price per Copy		\$0.61

(1) Represents subscriptions for the 6 month period ended June 30, 2022

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

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Rate Base by Issue  
 Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Personal Care	33,075		33,075
<b>Total Public Place Copies</b>	<b>33,075</b>		<b>33,075</b>
<b>Individual Use</b>			
Individually Requested	1,649		1,649
<b>Total Individual Use Copies</b>	<b>1,649</b>		<b>1,649</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: 312,614

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 127,289

**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	22,950	22,950	1.7	38,786

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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