

## Publisher's Statement

6 months ended December 31, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://www.auditedmedia.com)

Annual Frequency: 12 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
1,034,112	32,354	1,066,466	1,050,000	16,466

### 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			
Jul	888,746	73,569	962,315	70,036		70,036	1,032,351	27,000	167	27,167	985,782	73,736	1,059,518
Aug	889,299	75,456	964,755	70,068		70,068	1,034,823	35,000	147	35,147	994,367	75,603	1,069,970
Sep	879,642	75,450	955,092	70,021		70,021	1,025,113	38,417	218	38,635	988,080	75,668	1,063,748
Oct	899,416	74,014	973,430	57,538		57,538	1,030,968	31,000	176	31,176	987,954	74,190	1,062,144
Nov	907,011	80,380	987,391	57,483		57,483	1,044,874	31,500	197	31,697	995,994	80,577	1,076,571
Dec	952,248	72,748	1,024,996	11,546		11,546	1,036,542	30,000	300	30,300	993,794	73,048	1,066,842
<b>Average</b>	<b>902,727</b>	<b>75,270</b>	<b>977,997</b>	<b>56,115</b>		<b>56,115</b>	<b>1,034,112</b>	<b>32,153</b>	<b>201</b>	<b>32,354</b>	<b>990,995</b>	<b>75,471</b>	<b>1,066,466</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	860,768	70,019	930,787	87.3
Multi-Title Digital Programs		5,251	5,251	0.5
Partnership Deductible Subscriptions	22,310		22,310	2.1
Sponsored Subscriptions	19,649		19,649	1.8
<b>Total Paid Subscriptions</b>	<b>902,727</b>	<b>75,270</b>	<b>977,997</b>	<b>91.7</b>
<b>Verified Subscriptions</b>				
Public Place	53,148		53,148	5.0
Individual Use	2,967		2,967	0.3
<b>Total Verified Subscriptions</b>	<b>56,115</b>		<b>56,115</b>	<b>5.3</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>958,842</b>	<b>75,270</b>	<b>1,034,112</b>	<b>97.0</b>
<b>Single Copy Sales</b>				
Single Issue	32,153	201	32,354	3.0
<b>Total Single Copy Sales</b>	<b>32,153</b>	<b>201</b>	<b>32,354</b>	<b>3.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>990,995</b>	<b>75,471</b>	<b>1,066,466</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
12/31/2018	1,100,000	1,121,810	1,121,810		
12/31/2017	1,100,000	1,114,455	1,114,455		
12/31/2016	1,100,000	1,096,580	1,102,170	-5,590	-0.5

Visit [auditedmedia.com](http://auditedmedia.com) Media Intelligence Center for audit reports

## PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$6.32		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$8.88	
Average Subscription Price per Copy		\$0.74	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2019

(3) Based on the following issue per year frequency: 12

## 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>			
Doctor/Health Care Providers	44,571		44,571
Hotels/Lodges	577		577
Transportation Outlets	8,000		8,000
<b>Total Public Place Copies</b>	<b>53,148</b>		<b>53,148</b>
<b>Individual Use</b>			
Individually Requested	2,967		2,967
<b>Total Individual Use Copies</b>	<b>2,967</b>		<b>2,967</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: 127,639

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 44,111

### 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	5,251	5,251	2.2	11,499

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.  
 ELLE, published by Hearst Magazine Media \* 300 West 57th Street \* New York, NY 10019

RICHARD DAY  
 VP, Consumer Revenue  
 P: 212.649.2000 \* URL: www.elle.com  
 Established: 1985

CAROL A. SMITH  
 SVP, Group Publishing Director

AAM Member since: 1986