

## Publisher's Statement

6 months ended June 30, 2023, 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
1,008,741	16,683	1,025,424	1,000,000	25,424

### 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	839,746	151,017	990,763	35,579	3,283	38,862	1,029,625	17,000	53	17,053	892,325	154,353	1,046,678
Mar	839,499	143,263	982,762	35,579	3,921	39,500	1,022,262	18,000	47	18,047	893,078	147,231	1,040,309
Apr	833,613	126,011	959,624	35,579	2,679	38,258	997,882	15,000	41	15,041	884,192	128,731	1,012,923
May	830,026	131,268	961,294	35,579	2,974	38,553	999,847	16,000	72	16,072	881,605	134,314	1,015,919
Jun/Jul	829,632	125,980	955,612	35,579	2,900	38,479	994,091	17,000	200	17,200	882,211	129,080	1,011,291
<b>Average</b>	<b>834,503</b>	<b>135,508</b>	<b>970,011</b>	<b>35,579</b>	<b>3,151</b>	<b>38,730</b>	<b>1,008,741</b>	<b>16,600</b>	<b>83</b>	<b>16,683</b>	<b>886,682</b>	<b>138,742</b>	<b>1,025,424</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	778,798	97,757	876,555	85.5
Membership	631		631	0.1
Multi-Title Digital Programs		37,751	37,751	3.7
Partnership Deductible Subscriptions	33,442		33,442	3.3
Sponsored Subscriptions	21,632		21,632	2.1
<b>Total Paid Subscriptions</b>	<b>834,503</b>	<b>135,508</b>	<b>970,011</b>	<b>94.6</b>
<b>Verified Subscriptions</b>				
Public Place	34,019		34,019	3.3
Individual Use	1,560	3,151	4,711	0.5
<b>Total Verified Subscriptions</b>	<b>35,579</b>	<b>3,151</b>	<b>38,730</b>	<b>3.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>870,082</b>	<b>138,659</b>	<b>1,008,741</b>	<b>98.4</b>
<b>Single Copy Sales</b>				
Single Issue	16,600	83	16,683	1.6
<b>Total Single Copy Sales</b>	<b>16,600</b>	<b>83</b>	<b>16,683</b>	<b>1.6</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>886,682</b>	<b>138,742</b>	<b>1,025,424</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		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$7.19	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$12.30
Average Subscription Price per Copy		\$1.23

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(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	34,019		34,019
<b>Total Public Place Copies</b>	<b>34,019</b>		<b>34,019</b>
<b>Individual Use</b>			
Individually Requested	1,560	3,151	4,711
<b>Total Individual Use Copies</b>	<b>1,560</b>	<b>3,151</b>	<b>4,711</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%.

**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	37,751	37,751	1.7	64,487

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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