

Publisher's Statement

6 months ended December 31, 2020, 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
1,013,504	18,800	1,032,304	1,010,000	22,304

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			
Sep	908,649	119,799	1,028,448	9,228		9,228	1,037,676	19,582	87	19,669	937,459	119,886	1,057,345
Oct	890,695	113,078	1,003,773	7,104	9,000	16,104	1,019,877	21,000	107	21,107	918,799	122,185	1,040,984
Nov	887,266	101,314	988,580	6,225	9,000	15,225	1,003,805	19,000	123	19,123	912,491	110,437	1,022,928
Dec	887,251	90,181	977,432	6,225	9,000	15,225	992,657	15,000	300	15,300	908,476	99,481	1,007,957
Average	893,465	106,093	999,558	7,196	6,750	13,946	1,013,504	18,646	154	18,800	919,307	112,997	1,032,304

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	795,807	93,749	889,556	86.2
Multi-Title Digital Programs		12,344	12,344	1.2
Partnership Deductible Subscriptions	54,268		54,268	5.3
Sponsored Subscriptions	43,390		43,390	4.2
Total Paid Subscriptions	893,465	106,093	999,558	96.8
Verified Subscriptions				
Public Place	4,541	6,750	11,291	1.1
Individual Use	2,655		2,655	0.3
Total Verified Subscriptions	7,196	6,750	13,946	1.4
Total Paid & Verified Subscriptions	900,661	112,843	1,013,504	98.2
Single Copy Sales				
Single Issue	18,646	154	18,800	1.8
Total Single Copy Sales	18,646	154	18,800	1.8
Total Paid & Verified Circulation	919,307	112,997	1,032,304	100.0

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	\$6.49		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$8.47	
Average Subscription Price per Copy		\$0.77	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2020

(3) Based on the following issue per year frequency: 11

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
Public Place			
Doctor/Health Care Providers	4,375	3,375	7,750
Hotels/Lodges	166		166
Personal Care Salons		3,375	3,375
Total Public Place Copies	4,541	6,750	11,291
Individual Use			
Ordered/Payment Not Received	2,655		2,655
Total Individual Use Copies	2,655		2,655

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: 171,157

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 72,136

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	12,344	12,344	1.7	20,862

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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