

Annual Frequency: 50 times/year

Field Served: Entertainment news, reviews and features.

Published by Entertainment Weekly Inc.

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,489,095	22,884	1,511,979	1,500,000	11,979

### 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			
Jan 08	1,353,919	57,976	1,411,895	72,477		72,477	1,484,372	28,440	521	28,961	1,454,836	58,497	1,513,333
Jan 22	1,366,640	56,651	1,423,291	73,033		73,033	1,496,324	16,046	306	16,352	1,455,719	56,957	1,512,676
Jan 29	1,358,456	56,754	1,415,210	73,053		73,053	1,488,263	25,056	369	25,425	1,456,565	57,123	1,513,688
Feb 12	1,373,137	56,876	1,430,013	73,053		73,053	1,503,066	8,685	187	8,872	1,454,875	57,063	1,511,938
Feb 19	1,346,055	57,243	1,403,298	73,078		73,078	1,476,376	36,745	411	37,156	1,455,878	57,654	1,513,532
Mar 04	1,356,562	57,376	1,413,938	72,935		72,935	1,486,873	24,264	1,445	25,709	1,453,761	58,821	1,512,582
Mar 11	1,362,487	57,110	1,419,597	72,923		72,923	1,492,520	19,888	402	20,290	1,455,298	57,512	1,512,810
Mar 25	1,372,630	56,270	1,428,900	72,904		72,904	1,501,804	9,554	134	9,688	1,455,088	56,404	1,511,492
Apr 01	1,358,361	47,765	1,406,126	72,856		72,856	1,478,982	32,183	431	32,614	1,463,400	48,196	1,511,596
Apr 15	1,366,602	46,131	1,412,733	72,848		72,848	1,485,581	24,230	1,111	25,341	1,463,680	47,242	1,510,922
Apr 22	1,352,312	45,556	1,397,868	72,828		72,828	1,470,696	40,025	483	40,508	1,465,165	46,039	1,511,204
May 06	1,358,932	44,184	1,403,116	73,605		73,605	1,476,721	34,645	378	35,023	1,467,182	44,562	1,511,744
May 13	1,370,859	44,732	1,415,591	73,630		73,630	1,489,221	18,095	444	18,539	1,462,584	45,176	1,507,760
May 20	1,382,434	44,248	1,426,682	73,625		73,625	1,500,307	10,206	127	10,333	1,466,265	44,375	1,510,640
May 27	1,376,741	44,029	1,420,770	73,620		73,620	1,494,390	15,993	182	16,175	1,466,354	44,211	1,510,565
Jun 03	1,359,066	44,000	1,403,066	73,584		73,584	1,476,650	33,176	184	33,360	1,465,826	44,184	1,510,010
Jun 17	1,380,922	44,057	1,424,979	73,520		73,520	1,498,499	13,650	139	13,789	1,468,092	44,196	1,512,288
Jun 24	1,387,640	41,895	1,429,535	73,515		73,515	1,503,050	13,650	127	13,777	1,474,805	42,022	1,516,827
<b>Average</b>	<b>1,365,764</b>	<b>50,159</b>	<b>1,415,923</b>	<b>73,172</b>		<b>73,172</b>	<b>1,489,095</b>	<b>22,474</b>	<b>410</b>	<b>22,884</b>	<b>1,461,410</b>	<b>50,569</b>	<b>1,511,979</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,066,337	38,547	1,104,884	73.1
Multi-Title Digital Programs		11,612	11,612	0.8
Partnership Deductible Subscriptions	299,427		299,427	19.8
<b>Total Paid Subscriptions</b>	<b>1,365,764</b>	<b>50,159</b>	<b>1,415,923</b>	<b>93.6</b>
<b>Verified Subscriptions</b>				
Public Place	69,467		69,467	4.6
Individual Use	3,705		3,705	0.2
<b>Total Verified Subscriptions</b>	<b>73,172</b>		<b>73,172</b>	<b>4.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,438,936</b>	<b>50,159</b>	<b>1,489,095</b>	<b>98.5</b>
<b>Single Copy Sales</b>				
Single Issue	22,474	410	22,884	1.5
<b>Total Single Copy Sales</b>	<b>22,474</b>	<b>410</b>	<b>22,884</b>	<b>1.5</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,461,410</b>	<b>50,569</b>	<b>1,511,979</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
12/31/2015	1,725,000	1,738,518	1,738,447	71	
12/31/2014	1,725,000	1,751,200	1,749,601	1,599	0.1
12/31/2013	1,725,000	1,777,217	1,772,734	4,483	0.3

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**PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.29		
Subscription	\$49.92		
Average Subscription Price Annualized (3)		\$28.85	
Average Subscription Price per Copy		\$0.55	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2015
- (3) Based on the following issue per year frequency: 52

**ADDITIONAL DATA IN WWW.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>			
Automotive Outlets	149		149
Business/Professional Services	293		293
Doctor/Health Care Providers	25,572		25,572
Fitness/Recreational Facilities	2,135		2,135
Personal Care Salons	41,225		41,225
Public Place Other	93		93
<b>Total Public Place</b>	<b>69,467</b>		<b>69,467</b>
<b>Individual Use</b>			
Individually Requested	3,705		3,705
<b>Total Individual Use</b>	<b>3,705</b>		<b>3,705</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%.  
**Partnership Subscriptions: Deductible:** Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.  
**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.  
**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 52 issues, which includes ten double issues.  
**Publisher's Expiration Policy:** It is the practice of the publisher to expire subscriptions on a month-end basis, but no offer of this is made.

**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
Texture	11,612	7,403	3	22,174

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 189,887

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 19,428

**Single Copy Sales:** The following average number of copies are included in Single Copy Sales to adjust Scan Based Trading data used to report some sales: 263 or 1.1% of single copy sales.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 104,813

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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