



# Entertainment WEEKLY

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, 2017, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,513,272	16,780	1,530,052	1,500,000	30,052

### 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 13	1,384,950	41,498	1,426,448	70,332		70,332	1,496,780	11,867	194	12,061	1,467,149	41,692	1,508,841
Jan 20	1,392,465	40,328	1,432,793	71,175		71,175	1,503,968	7,823	140	7,963	1,471,463	40,468	1,511,931
Jan 27	1,389,023	41,392	1,430,415	71,152		71,152	1,501,567	9,796	170	9,966	1,469,971	41,562	1,511,533
Feb 03	1,363,448	42,383	1,405,831	84,286		84,286	1,490,117	22,523	243	22,766	1,470,257	42,626	1,512,883
Feb 17	1,371,531	41,188	1,412,719	84,888		84,888	1,497,607	12,233	214	12,447	1,468,652	41,402	1,510,054
Feb 24	1,366,532	43,471	1,410,003	84,937		84,937	1,494,940	21,913	232	22,145	1,473,382	43,703	1,517,085
Mar 10	1,381,394	40,433	1,421,827	83,658		83,658	1,505,485	10,199	119	10,318	1,475,251	40,552	1,515,803
Mar 17	1,365,684	41,742	1,407,426	83,624		83,624	1,491,050	19,036	191	19,227	1,468,344	41,933	1,510,277
Mar 31	1,390,796	40,261	1,431,057	83,618		83,618	1,514,675	15,614	284	15,898	1,490,028	40,545	1,530,573
Apr 07	1,340,148	41,905	1,382,053	83,271		83,271	1,465,324	45,545	1,056	46,601	1,468,964	42,961	1,511,925
Apr 21	1,379,417	39,070	1,418,487	83,226		83,226	1,501,713	6,412	86	6,498	1,469,055	39,156	1,508,211
Apr 28	1,364,148	41,341	1,405,489	83,146		83,146	1,488,635	28,577	317	28,894	1,475,871	41,658	1,517,529
May 12	1,380,835	38,661	1,419,496	81,835		81,835	1,501,331	8,216	129	8,345	1,470,886	38,790	1,509,676
May 19	1,451,308	37,268	1,488,576	81,633		81,633	1,570,209	9,010	130	9,140	1,541,951	37,398	1,579,349
May 26	1,455,622	37,318	1,492,940	81,591		81,591	1,574,531	12,461	195	12,656	1,549,674	37,513	1,587,187
Jun 02	1,383,830	36,868	1,420,698	81,491		81,491	1,502,189	27,700	277	27,977	1,493,021	37,145	1,530,166
Jun 16	1,424,553	36,898	1,461,451	81,404		81,404	1,542,855	22,254	135	22,389	1,528,211	37,033	1,565,244
Jun 23	1,432,833	36,003	1,468,836	81,383		81,383	1,550,219	11,700	124	11,824	1,525,916	36,127	1,562,043
Jun 30	1,441,567	36,025	1,477,592	81,381		81,381	1,558,973	11,628	77	11,705	1,534,576	36,102	1,570,678
Average	1,392,636	39,687	1,432,323	80,949		80,949	1,513,272	16,553	227	16,780	1,490,138	39,914	1,530,052

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,033,619	32,058	1,065,677	69.6
Multi-Title Digital Programs		7,629	7,629	0.5
Partnership Deductible Subscriptions	359,017		359,017	23.5
<b>Total Paid Subscriptions</b>	<b>1,392,636</b>	<b>39,687</b>	<b>1,432,323</b>	<b>93.6</b>
<b>Verified Subscriptions</b>				
Public Place	77,458		77,458	5.1
Individual Use	3,491		3,491	0.2
<b>Total Verified Subscriptions</b>	<b>80,949</b>		<b>80,949</b>	<b>5.3</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,473,585</b>	<b>39,687</b>	<b>1,513,272</b>	<b>98.9</b>
<b>Single Copy Sales</b>				
Single Issue	16,553	227	16,780	1.1
<b>Total Single Copy Sales</b>	<b>16,553</b>	<b>227</b>	<b>16,780</b>	<b>1.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,490,138</b>	<b>39,914</b>	<b>1,530,052</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
12/31/2016	1,500,000	1,509,595	1,509,804	-209	
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

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**PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.31		
Average Subscription Price Annualized (3)	\$49.92	\$27.50	
Average Subscription Price per Copy		\$0.55	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 50

**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	434		434
Business/Professional Services	252		252
Doctor/Health Care Providers	31,120		31,120
Fitness/Recreational Facilities	2,114		2,114
Personal Care Salons	43,446		43,446
Public Place Other	92		92
<b>Total Public Place</b>	<b>77,458</b>		<b>77,458</b>
<b>Individual Use</b>			
Individually Requested	3,491		3,491
<b>Total Individual Use</b>	<b>3,491</b>		<b>3,491</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 50 issues, which includes twelve 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	7,629	7,629	2.6	19,748

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 236,425

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 31,653

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 55,254

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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