

Publisher's Statement

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

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Annual Frequency: 11 times/year

Field Served: MARIE CLAIRE supports its international heritage as a magazine edited for the woman whose time constraints demand one resource to respond to diverse aspects of her life and offer her solutions. From global issues and cultural affairs to fashion coverage and beauty news, MARIE CLAIRE is the magazine for the woman of substance with an eye for style.

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
940,145	19,013	959,158	950,000	9,158

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	864,324	62,497	926,821	8,551		8,551	935,372	18,000	108	18,108	890,875	62,605	953,480
Aug	847,733	64,607	912,340	21,548		21,548	933,888	20,964	85	21,049	890,245	64,692	954,937
Sep	822,438	66,681	889,119	36,664		36,664	925,783	22,300	118	22,418	881,402	66,799	948,201
Oct	831,370	67,221	898,591	36,559		36,559	935,150	15,000	114	15,114	882,929	67,335	950,264
Nov	845,809	79,708	925,517	37,563		37,563	963,080	17,000	89	17,089	900,372	79,797	980,169
Holiday	849,184	65,554	914,738	32,864		32,864	947,602	20,000	300	20,300	902,048	65,854	967,902
Average	843,476	67,711	911,187	28,958		28,958	940,145	18,877	136	19,013	891,311	67,847	959,158

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	784,279	63,943	848,222	88.4
Multi-Title Digital Programs		3,768	3,768	0.4
Partnership Deductible Subscriptions	36,772		36,772	3.8
Sponsored Subscriptions	22,425		22,425	2.3
Total Paid Subscriptions	843,476	67,711	911,187	95.0
Verified Subscriptions				
Public Place	27,000		27,000	2.8
Individual Use	1,958		1,958	0.2
Total Verified Subscriptions	28,958		28,958	3.0
Total Paid & Verified Subscriptions	872,434	67,711	940,145	98.0
Single Copy Sales				
Single Issue	18,877	136	19,013	2.0
Total Single Copy Sales	18,877	136	19,013	2.0
Total Paid & Verified Circulation	891,311	67,847	959,158	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	977,273	989,923	989,923		
6/30/2018	1,000,000	1,014,911	1,014,911		
6/30/2017	1,000,000	1,008,594	1,009,250	-656	-0.1

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$6.16		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$11.77	
Average Subscription Price per Copy		\$1.07	

(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: 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	12,277		12,277
Hotels/Lodges	650		650
Personal Care Salons	11,073		11,073
Transportation Outlets	3,000		3,000
Total Public Place Copies	27,000		27,000
Individual Use			
Individually Requested	1,958		1,958
Total Individual Use Copies	1,958		1,958

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: 108,624

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 31,271

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	3,768	3,768	2.2	8,441

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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