

Publisher's Statement

6 months ended December 31, 2020, Subject to Audit

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Annual Frequency: 7 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
889,719	11,121	900,840	875,000	25,840

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			
Fall	815,059	83,437	898,496	4,022		4,022	902,518	10,005	144	10,149	829,086	83,581	912,667
Winter	790,395	82,482	872,877	4,041		4,041	876,918	12,000	92	12,092	806,436	82,574	889,010
Average	802,727	82,960	885,687	4,032		4,032	889,719	11,003	118	11,121	817,762	83,078	900,840

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	728,677	72,579	801,256	88.9
Multi-Title Digital Programs		10,381	10,381	1.2
Partnership Deductible Subscriptions	51,426		51,426	5.7
Sponsored Subscriptions	22,624		22,624	2.5
Total Paid Subscriptions	802,727	82,960	885,687	98.3
Verified Subscriptions				
Public Place	186		186	0.0
Individual Use	3,846		3,846	0.4
Total Verified Subscriptions	4,032		4,032	0.4
Total Paid & Verified Subscriptions	806,759	82,960	889,719	98.8
Single Copy Sales				
Single Issue	11,003	118	11,121	1.2
Total Single Copy Sales	11,003	118	11,121	1.2
Total Paid & Verified Circulation	817,762	83,078	900,840	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	\$6.49		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$10.56	
Average Subscription Price per Copy		\$0.96	

(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			
Hotels/Lodges	186		186
Total Public Place Copies	186		186
Individual Use			
Individually Requested	631		631
Ordered/Payment Not Received	3,215		3,215
Total Individual Use Copies	3,846		3,846

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: 106,060

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 51,395

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	10,381	10,381	2.1	21,904

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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