



HGTV Magazine

Annual Frequency: 10 times/year

Field Served: HGTV Magazine is a new kind of home lifestyle magazine full of fun makeovers, helpful household tips, curb appeal ideas, real estate advice and DIY projects.

Published by: Hearst Communications

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,164,820	163,514	1,328,334	1,300,000	28,334

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/Feb	1,042,949	80,922	1,123,871	42,639		42,639	1,166,510	143,500	505	144,005	1,229,088	81,427	1,310,515
Mar	1,047,061	74,138	1,121,199	42,639		42,639	1,163,838	160,000	321	160,321	1,249,700	74,459	1,324,159
Apr	1,051,772	75,861	1,127,633	42,639		42,639	1,170,272	210,000	455	210,455	1,304,411	76,316	1,380,727
May	1,037,050	73,707	1,110,757	42,639		42,639	1,153,396	150,000	290	150,290	1,229,689	73,997	1,303,686
Jun	1,051,840	75,600	1,127,440	42,639		42,639	1,170,079	152,000	500	152,500	1,246,479	76,100	1,322,579
Average	1,046,134	76,046	1,122,180	42,639		42,639	1,164,819	163,100	414	163,514	1,251,873	76,460	1,328,333

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,046,135	59,945	1,106,080	83.3
Multi-Title Digital Programs		16,101	16,101	1.2
Total Paid Subscriptions	1,046,135	76,046	1,122,181	84.5
Verified Subscriptions				
Individual Use	42,639		42,639	3.2
Total Verified Subscriptions	42,639		42,639	3.2
Total Paid & Verified Subscriptions	1,088,774	76,046	1,164,820	87.7
Single Copy Sales				
Single Issue	163,100	414	163,514	12.3
Total Single Copy Sales	163,100	414	163,514	12.3
Total Paid & Verified Circulation	1,251,874	76,460	1,328,334	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.19		
Average Subscription Price Annualized (3)	\$20.00	\$19.50	
Average Subscription Price per Copy		\$1.95	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

(3) Based on the following issue per year frequency: 10

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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	1,275,000	1,321,715	1,327,201	-5,486	-0.4
6/30/2016	1,225,000	1,358,260	1,360,189	-1,929	-0.1
6/30/2015	1,050,000	1,368,737	1,366,676	2,061	0.2

Visit www.auditedmedia.com Media Intelligence Center for audit reports

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Individually Requested	42,639		42,639
Total Individual Use Copies	42,639		42,639

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: 1,838

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 100,230

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	16,101	16,101	2.4	38,316

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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