



# 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 Magazine Media

## Publisher's Statement

6 months ended June 30, 2020, *Subject to Audit*

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### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,194,700	109,249	1,303,949	1,300,000	3,949

### 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	1,146,573	102,549	1,249,122	616		616	1,249,738	90,161	183	90,344	1,237,350	102,732	1,340,082
Mar	1,094,744	102,159	1,196,903	615		615	1,197,518	127,000	177	127,177	1,222,359	102,336	1,324,695
Apr	1,081,106	101,723	1,182,829	622		622	1,183,451	122,000	191	122,191	1,203,728	101,914	1,305,642
May	1,096,192	105,131	1,201,323	622		622	1,201,945	104,000	236	104,236	1,200,814	105,367	1,306,181
Jun	1,036,382	103,841	1,140,223	627		627	1,140,850	102,000	300	102,300	1,139,009	104,141	1,243,150
<b>Average</b>	<b>1,090,999</b>	<b>103,081</b>	<b>1,194,080</b>	<b>620</b>		<b>620</b>	<b>1,194,700</b>	<b>109,032</b>	<b>217</b>	<b>109,249</b>	<b>1,200,651</b>	<b>103,298</b>	<b>1,303,949</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,073,306	95,235	1,168,541	89.6
Multi-Title Digital Programs		7,846	7,846	0.6
Sponsored Subscriptions	17,693		17,693	1.4
<b>Total Paid Subscriptions</b>	<b>1,090,999</b>	<b>103,081</b>	<b>1,194,080</b>	<b>91.6</b>
<b>Verified Subscriptions</b>				
Individual Use	620		620	0.0
<b>Total Verified Subscriptions</b>	<b>620</b>		<b>620</b>	<b>0.0</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,091,619</b>	<b>103,081</b>	<b>1,194,700</b>	<b>91.6</b>
<b>Single Copy Sales</b>				
Single Issue	69,032	217	69,249	5.3
Sponsored Single Issue	40,000		40,000	3.1
<b>Total Single Copy Sales</b>	<b>109,032</b>	<b>217</b>	<b>109,249</b>	<b>8.4</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,200,651</b>	<b>103,298</b>	<b>1,303,949</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
6/30/2019	1,300,000	1,303,179	1,312,038	-8,859	-0.7
6/30/2018	1,300,000	1,325,241	1,327,629	-2,388	-0.2
6/30/2017	1,275,000	1,321,715	1,327,201	-5,486	-0.4

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$20.00		
Average Subscription Price Annualized (3)		\$18.50	
Average Subscription Price per Copy		\$1.85	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

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