

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

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Annual Frequency: 6 times/year

Field Served: VERANDA is edited for a discerning readership with a focus on interior design, gardens, florals, table settings and cuisine.

Published by: Hearst Magazine Media, Inc.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
423,125	41,232	464,357	460,000	4,357

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	387,910	23,174	411,084	15,773		15,773	426,857	42,966	174	43,140	446,649	23,348	469,997
Mar/Apr	381,141	23,411	404,552	16,187		16,187	420,739	40,000	254	40,254	437,328	23,665	460,993
May/June	381,339	23,948	405,287	16,494		16,494	421,781	40,000	300	40,300	437,833	24,248	462,081
Average	383,463	23,511	406,974	16,151		16,151	423,125	40,989	243	41,232	440,603	23,754	464,357

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	369,050	15,024	384,074	82.7
Multi-Title Digital Programs		8,487	8,487	1.8
Sponsored Subscriptions	14,413		14,413	3.1
Total Paid Subscriptions	383,463	23,511	406,974	87.6
Verified Subscriptions				
Public Place	12,219		12,219	2.6
Individual Use	3,932		3,932	0.8
Total Verified Subscriptions	16,151		16,151	3.5
Total Paid & Verified Subscriptions	399,614	23,511	423,125	91.1
Single Copy Sales				
Single Issue	40,989	243	41,232	8.9
Total Single Copy Sales	40,989	243	41,232	8.9
Total Paid & Verified Circulation	440,603	23,754	464,357	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	460,000	472,150	472,150		
6/30/2017	460,000	472,503	472,503		
6/30/2016	460,000	465,702	468,701	-2,999	-0.6

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$28.00	\$16.74	
Average Subscription Price per Copy		\$2.79	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(3) Based on the following issue per year frequency: 6

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	1,429		1,429
Hotels/Lodges	4,219		4,219
Personal Care Salons	6,571		6,571
Total Public Place Copies	12,219		12,219
Individual Use			
Individually Requested	3,932		3,932
Total Individual Use Copies	3,932		3,932

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: 47,509

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 46,215

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	2,833	2,833	1.0	2,833
Texture	5,654	5,654	2.9	16,397

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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