

Annual Frequency: 6 times/year

Field Served: MIDWEST LIVING is the lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the midwest shine. MIDWEST LIVING's editorial is written by midwesterners about the things that matter most - family, home, food, travel and entertaining.

Published by Meredith Corporation

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
944,106	15,050	959,156	950,000	9,156

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	898,486	25,232	923,718	23,319		23,319	947,037	15,000	52	15,052	936,805	25,284	962,089
Mar/Apr	890,163	25,315	915,478	23,319		23,319	938,797	15,000	68	15,068	928,482	25,383	953,865
May/Jun	901,631	21,533	923,164	23,319		23,319	946,483	15,000	31	15,031	939,950	21,564	961,514
Average	896,760	24,027	920,787	23,319		23,319	944,106	15,000	50	15,050	935,079	24,077	959,156

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	798,545	17,991	816,536	85.1
Multi-Title Digital Programs		6,035	6,035	0.6
Partnership Deductible Subscriptions	80,939	1	80,940	8.4
Sponsored Subscriptions	17,276		17,276	1.8
Total Paid Subscriptions	896,760	24,027	920,787	96.0
Verified Subscriptions				
Public Place	22,500		22,500	2.3
Individual Use	819		819	0.1
Total Verified Subscriptions	23,319		23,319	2.4
Total Paid & Verified Subscriptions	920,079	24,027	944,106	98.4
Single Copy Sales				
Single Issue	15,000	50	15,050	1.6
Total Single Copy Sales	15,000	50	15,050	1.6
Total Paid & Verified Circulation	935,079	24,077	959,156	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	950,000	962,510	962,510		
6/30/2015	950,000	967,121	965,165	1,956	0.2
6/30/2014	950,000	964,160	964,160		

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.72	
Average Subscription Price per Copy		\$2.12	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

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

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

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	13,345		13,345
Personal Care Salons	9,155		9,155
Total Public Place	22,500		22,500
Individual Use			
Ordered/Payment Not Received	819		819
Total Individual Use	819		819

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%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

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	6,035	6,035	2	12,076

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 5,122

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5,303

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.

Parent Company: Meredith Corporation

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