



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 December 31, 2017, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
946,817	7,055	953,872	950,000	3,872

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			
Jul/Aug	887,358	23,146	910,504	30,726		30,726	941,230	18,000	32	18,032	936,084	23,178	959,262
Sep/Oct	892,720	25,823	918,543	30,726		30,726	949,269	2,000	42	2,042	925,446	25,865	951,311
Nov/Dec	889,276	29,949	919,225	30,726		30,726	949,951	1,000	90	1,090	921,002	30,039	951,041
Average	889,785	26,306	916,091	30,726		30,726	946,817	7,000	55	7,055	927,511	26,361	953,872

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	824,382	19,363	843,745	88.5
Multi-Title Digital Programs		6,924	6,924	0.7
Partnership Deductible Subscriptions	9,793	19	9,812	1.0
Sponsored Subscriptions	55,610		55,610	5.8
Total Paid Subscriptions	889,785	26,306	916,091	96.0
Verified Subscriptions				
Public Place	30,000		30,000	3.1
Individual Use	726		726	0.1
Total Verified Subscriptions	30,726		30,726	3.2
Total Paid & Verified Subscriptions	920,511	26,306	946,817	99.3
Single Copy Sales				
Single Issue	7,000	55	7,055	0.7
Total Single Copy Sales	7,000	55	7,055	0.7
Total Paid & Verified Circulation	927,511	26,361	953,872	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	950,000	960,146	960,146		
6/30/2016	950,000	962,510	962,510		
6/30/2015	950,000	967,121	965,165	1,956	0.2

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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)		\$12.30	
Average Subscription Price per Copy		\$2.05	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2017

(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	25,000		25,000
Personal Care Salons	5,000		5,000
Total Public Place Copies	30,000		30,000
Individual Use			
Ordered/Payment Not Received	726		726
Total Individual Use Copies	726		726

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.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 7,893

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 7,781

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	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
	Digital Program			
Texture	6,924	6,924	2.1	14,540

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
 MIDWEST LIVING, published by Meredith Corporation * 1716 Locust Street * Des Moines, IA 50309

STEVE CROWE
 VP Consumer Marketing
 P: 515.284.3000 * F: 515.284.2502 * URL: www.midwestliving.com
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