

Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

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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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
961,433	1,066	962,499	950,000	12,499

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	885,174	37,708	922,882	30,683		30,683	953,565	1,000	58	1,058	916,857	37,766	954,623
Sep/Oct	888,281	49,163	937,444	30,683		30,683	968,127	1,000	96	1,096	919,964	49,259	969,223
Nov/Dec	887,912	44,013	931,925	30,683		30,683	962,608	1,000	45	1,045	919,595	44,058	963,653
Average	887,122	43,628	930,750	30,683		30,683	961,433	1,000	66	1,066	918,805	43,694	962,499

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	818,345	36,074	854,419	88.8
Multi-Title Digital Programs		6,156	6,156	0.6
Partnership Deductible Subscriptions	6,094	1,398	7,492	0.8
Sponsored Subscriptions	62,683		62,683	6.5
Total Paid Subscriptions	887,122	43,628	930,750	96.7
Verified Subscriptions				
Public Place	30,000		30,000	3.1
Individual Use	683		683	0.1
Total Verified Subscriptions	30,683		30,683	3.2
Total Paid & Verified Subscriptions	917,805	43,628	961,433	99.9
Single Copy Sales				
Single Issue	1,000	66	1,066	0.1
Total Single Copy Sales	1,000	66	1,066	0.1
Total Paid & Verified Circulation	918,805	43,694	962,499	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	950,000	955,163	955,163		
6/30/2017	950,000	960,146	960,146		
6/30/2016	950,000	962,510	962,510		

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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)		\$14.10	
Average Subscription Price per Copy		\$2.36	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 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	25,000		25,000
Personal Care Salons	5,000		5,000
Total Public Place Copies	30,000		30,000
Individual Use			
Individual Use Other	683		683
Total Individual Use Copies	683		683

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: 20,619

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,332

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	6,156	6,156	2.1	12,928

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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 Established: 1987

MELISSA LUEBBE
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 AAM Member since: 1989