

Publisher's Statement

6 months ended June 30, 2019, *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
958,297	1,044	959,341	950,000	9,341

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	889,208	35,045	924,253	30,835		30,835	955,088	1,000	31	1,031	921,043	35,076	956,119
Mar/Apr	891,165	39,226	930,391	30,835		30,835	961,226	1,000	64	1,064	923,000	39,290	962,290
May/Jun	892,582	35,160	927,742	30,835		30,835	958,577	1,000	36	1,036	924,417	35,196	959,613
Average	890,985	36,477	927,462	30,835		30,835	958,297	1,000	44	1,044	922,820	36,521	959,341

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	823,867	29,500	853,367	89.0
Multi-Title Digital Programs		4,728	4,728	0.5
Partnership Deductible Subscriptions	19,638	2,249	21,887	2.3
Sponsored Subscriptions	47,480		47,480	4.9
Total Paid Subscriptions	890,985	36,477	927,462	96.7
Verified Subscriptions				
Public Place	30,000		30,000	3.1
Individual Use	835		835	0.1
Total Verified Subscriptions	30,835		30,835	3.2
Total Paid & Verified Subscriptions	921,820	36,477	958,297	99.9
Single Copy Sales				
Single Issue	1,000	44	1,044	0.1
Total Single Copy Sales	1,000	44	1,044	0.1
Total Paid & Verified Circulation	922,820	36,521	959,341	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)		\$14.52	
Average Subscription Price per Copy		\$2.42	

(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	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	835		835
Total Individual Use Copies	835		835

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: 48,279

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,818

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	266	266	2.0	534
Texture	4,462	4,462	2.0	8,924

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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