

Publisher's Statement

6 months ended June 30, 2020, *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
960,559	1,073	961,632	950,000	11,632

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	882,330	42,078	924,408	30,417		30,417	954,825	1,300	25	1,325	914,047	42,103	956,150
Mar/Apr	890,453	47,050	937,503	30,417		30,417	967,920	1,300	56	1,356	922,170	47,106	969,276
May/June	882,579	45,934	928,513	30,417		30,417	958,930	500	39	539	913,496	45,973	959,469
Average	885,121	45,021	930,142	30,417		30,417	960,559	1,033	40	1,073	916,571	45,061	961,632

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	827,893	40,966	868,859	90.4
Multi-Title Digital Programs		3,672	3,672	0.4
Partnership Deductible Subscriptions	47,107	383	47,490	4.9
Sponsored Subscriptions	10,121		10,121	1.1
Total Paid Subscriptions	885,121	45,021	930,142	96.7
Verified Subscriptions				
Public Place	30,000		30,000	3.1
Individual Use	417		417	0.0
Total Verified Subscriptions	30,417		30,417	3.2
Total Paid & Verified Subscriptions	915,538	45,021	960,559	99.9
Single Copy Sales				
Single Issue	1,033	40	1,073	0.1
Total Single Copy Sales	1,033	40	1,073	0.1
Total Paid & Verified Circulation	916,571	45,061	961,632	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)		\$14.04	
Average Subscription Price per Copy		\$2.34	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

(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	26,667		26,667
Personal Care Salons	3,333		3,333
Total Public Place Copies	30,000		30,000
Individual Use			
Ordered/Payment Not Received	417		417
Total Individual Use Copies	417		417

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: 83,546

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5,348

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	3,672	3,672	2.2	7,970

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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