

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 6 times/year

Field Served: ESQUIRE is a magazine encompassing all aspects of how a man thinks and lives.

Published by: Hearst Magazine Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
622,685	6,822	629,507	615,000	14,507

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			
Mar	532,051	70,771	602,822	22,544		22,544	625,366	6,220	70	6,290	560,815	70,841	631,656
May	526,079	75,470	601,549	27,636		27,636	629,185	6,000	76	6,076	559,715	75,546	635,261
Jun	526,618	57,877	584,495	29,012		29,012	613,507	8,000	100	8,100	563,630	57,977	621,607
Average	528,249	68,039	596,288	26,397		26,397	622,685	6,740	82	6,822	561,386	68,121	629,507

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	495,684	38,159	533,843	84.8
Multi-Title Digital Programs		29,880	29,880	4.7
Sponsored Subscriptions	32,565		32,565	5.2
Total Paid Subscriptions	528,249	68,039	596,288	94.7
Verified Subscriptions				
Public Place	24,439		24,439	3.9
Individual Use	1,958		1,958	0.3
Total Verified Subscriptions	26,397		26,397	4.2
Total Paid & Verified Subscriptions	554,646	68,039	622,685	98.9
Single Copy Sales				
Single Issue	6,740	82	6,822	1.1
Total Single Copy Sales	6,740	82	6,822	1.1
Total Paid & Verified Circulation	561,386	68,121	629,507	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2020	622,500	654,045	654,045		
12/31/2019	700,000	709,309	709,309		
12/31/2018	750,000	757,934	757,934		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$7.97	\$11.94	
Average Subscription Price per Copy		\$1.99	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(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			
Hotels/Lodges	4,439		4,439
Personal Care Salons	20,000		20,000
Total Public Place Copies	24,439		24,439
Individual Use			
Ordered/Payment Not Received	1,958		1,958
Total Individual Use Copies	1,958		1,958

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: 69,091

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 91,685

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	29,880	29,880	1.9	55,875

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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