

**Publisher's Statement**

**6 months ended June 30, 2022, 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
608,365	11,743	620,108	600,000	20,108

**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	500,890	135,068	635,958	26,079		26,079	662,037	12,000	59	12,059	538,969	135,127	674,096
Apr/May	506,963	50,424	557,387	16,091		16,091	573,478	10,000	68	10,068	533,054	50,492	583,546
Summer	491,267	72,576	563,843	25,735		25,735	589,578	13,000	100	13,100	530,002	72,676	602,678
<b>Average</b>	<b>499,707</b>	<b>86,023</b>	<b>585,730</b>	<b>22,635</b>		<b>22,635</b>	<b>608,365</b>	<b>11,667</b>	<b>76</b>	<b>11,743</b>	<b>534,009</b>	<b>86,099</b>	<b>620,108</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	442,524	22,648	465,172	75.0
Membership	3,734		3,734	0.6
Multi-Title Digital Programs		63,375	63,375	10.2
Partnership Deductible Subscriptions	32,257		32,257	5.2
Sponsored Subscriptions	21,192		21,192	3.4
<b>Total Paid Subscriptions</b>	<b>499,707</b>	<b>86,023</b>	<b>585,730</b>	<b>94.5</b>
<b>Verified Subscriptions</b>				
Public Place	20,619		20,619	3.3
Individual Use	2,016		2,016	0.3
<b>Total Verified Subscriptions</b>	<b>22,635</b>		<b>22,635</b>	<b>3.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>522,342</b>	<b>86,023</b>	<b>608,365</b>	<b>98.1</b>
<b>Single Copy Sales</b>				
Single Issue	11,667	76	11,743	1.9
<b>Total Single Copy Sales</b>	<b>11,667</b>	<b>76</b>	<b>11,743</b>	<b>1.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>534,009</b>	<b>86,099</b>	<b>620,108</b>	<b>100.0</b>

**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	Average Price(1)
Single Copy	\$6.99	
Subscription	\$7.97	
Average Subscription Price Annualized (2)		\$11.94
Average Subscription Price per Copy		\$1.99

(1) Represents subscriptions for the 6 month period ended June 30, 2022

(2) Based on the following issue per year frequency: 6

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Rate Base by Issue  
 Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Personal Care	20,619		20,619
<b>Total Public Place Copies</b>	<b>20,619</b>		<b>20,619</b>
<b>Individual Use</b>			
Individually Requested	2,016		2,016
<b>Total Individual Use Copies</b>	<b>2,016</b>		<b>2,016</b>

**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: 116,184

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 132,664

**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	63,375	63,375	2.1	131,186

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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