

Annual Frequency: 10 times/year

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

Published by Hearst Communications

Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
727,500	35,142	762,642	750,000	12,642

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			
Aug	678,686	47,080	725,766	7,890		7,890	733,656	35,000	504	35,504	721,576	47,584	769,160
Sep	672,545	45,330	717,875	8,439		8,439	726,314	40,000	528	40,528	720,984	45,858	766,842
Oct	676,212	44,480	720,692	8,567		8,567	729,259	30,000	358	30,358	714,779	44,838	759,617
Nov	675,087	44,104	719,191	9,073		9,073	728,264	30,000	438	30,438	714,160	44,542	758,702
Dec	669,361	42,155	711,516	8,492		8,492	720,008	38,000	883	38,883	715,853	43,038	758,891
Average	674,378	44,630	719,008	8,492		8,492	727,500	34,600	542	35,142	717,470	45,172	762,642

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	655,691	34,641	690,332	90.5
Multi-Title Digital Programs		9,989	9,989	1.3
Sponsored Subscriptions	18,687		18,687	2.5
Total Paid Subscriptions	674,378	44,630	719,008	94.3
Verified Subscriptions				
Public Place	3,381		3,381	0.4
Individual Use	5,111		5,111	0.7
Total Verified Subscriptions	8,492		8,492	1.1
Total Paid & Verified Subscriptions	682,870	44,630	727,500	95.4
Single Copy Sales				
Single Issue	34,600	542	35,142	4.6
Total Single Copy Sales	34,600	542	35,142	4.6
Total Paid & Verified Circulation	717,470	45,172	762,642	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	725,000	737,483	734,319	3,164	0.4
12/31/2014	722,727	742,315	745,421	-3,106	-0.4
12/31/2013	700,000	724,342	724,626	-284	

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$7.97		
Average Subscription Price Annualized (3)		\$12.29	
Average Subscription Price per Copy		\$1.23	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2016

(3) Based on the following issue per year frequency: 10

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	3,381		3,381
Total Public Place	3,381		3,381
Individual Use			
Ordered/Payment Not Received	5,111		5,111
Total Individual Use	5,111		5,111

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%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

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	9,989	9,989	2.7	27,645

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 748

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 27,072

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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