

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 June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
718,681	39,821	758,502	750,000	8,502

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	651,593	53,588	705,181	7,730		7,730	712,911	37,000	592	37,592	696,323	54,180	750,503
Mar	665,076	47,076	712,152	7,870		7,870	720,022	40,000	634	40,634	712,946	47,710	760,656
Apr	657,083	49,693	706,776	8,394		8,394	715,170	35,000	542	35,542	700,477	50,235	750,712
May	675,116	43,234	718,350	8,616		8,616	726,966	43,000	514	43,514	726,732	43,748	770,480
Jun/Jul	669,838	39,905	709,743	8,596		8,596	718,339	41,000	822	41,822	719,434	40,727	760,161
Average	663,741	46,699	710,440	8,241		8,241	718,681	39,200	621	39,821	711,182	47,320	758,502

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	650,647	36,177	686,824	90.6
Multi-Title Digital Programs		10,522	10,522	1.4
Sponsored Subscriptions	13,094		13,094	1.7
Total Paid Subscriptions	663,741	46,699	710,440	93.7
Verified Subscriptions				
Public Place	2,556		2,556	0.3
Individual Use	5,685		5,685	0.7
Total Verified Subscriptions	8,241		8,241	1.1
Total Paid & Verified Subscriptions	671,982	46,699	718,681	94.8
Single Copy Sales				
Single Issue	39,200	621	39,821	5.2
Total Single Copy Sales	39,200	621	39,821	5.2
Total Paid & Verified Circulation	711,182	47,320	758,502	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	\$4.99		
Subscription	\$7.97		
Average Subscription Price Annualized (3)		\$11.80	
Average Subscription Price per Copy		\$1.18	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(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	2,449		2,449
Transportation Outlets	107		107
Total Public Place	2,556		2,556
Individual Use			
Individually Requested	5,685		5,685
Total Individual Use	5,685		5,685

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	10,522	10,522	3.2	33,944

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 932

Paid Circulation Reported as Verified: The following copies with paid distribution were counted as Verified: 2,556.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 26,483

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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