

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, 2017, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
731,211	26,324	757,535	750,000	7,535

### 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			
Feb	681,709	41,990	723,699	9,198		9,198	732,897	24,000	300	24,300	714,907	42,290	757,197
Mar	681,020	42,656	723,676	9,018		9,018	732,694	27,000	335	27,335	717,038	42,991	760,029
Apr	681,336	44,354	725,690	8,323		8,323	734,013	27,000	334	27,334	716,659	44,688	761,347
May	678,231	44,807	723,038	8,642		8,642	731,680	27,000	253	27,253	713,873	45,060	758,933
Jun/Jul	671,229	44,900	716,129	8,646		8,646	724,775	25,000	400	25,400	704,875	45,300	750,175
Average	678,705	43,741	722,446	8,765		8,765	731,211	26,000	324	26,324	713,470	44,065	757,535

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	655,354	34,101	689,455	91.0
Multi-Title Digital Programs		9,640	9,640	1.3
Sponsored Subscriptions	23,351		23,351	3.1
<b>Total Paid Subscriptions</b>	<b>678,705</b>	<b>43,741</b>	<b>722,446</b>	<b>95.4</b>
<b>Verified Subscriptions</b>				
Public Place	3,717		3,717	0.5
Individual Use	5,048		5,048	0.7
<b>Total Verified Subscriptions</b>	<b>8,765</b>		<b>8,765</b>	<b>1.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>687,470</b>	<b>43,741</b>	<b>731,211</b>	<b>96.5</b>
<b>Single Copy Sales</b>				
Single Issue	26,000	324	26,324	3.5
<b>Total Single Copy Sales</b>	<b>26,000</b>	<b>324</b>	<b>26,324</b>	<b>3.5</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>713,470</b>	<b>44,065</b>	<b>757,535</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
12/31/2016	750,000	762,906	760,574	2,332	0.3
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

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$7.97		
Average Subscription Price Annualized (3)		\$12.50	
Average Subscription Price per Copy		\$1.25	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 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
<b>Public Place</b>			
Hotels/Lodges	3,717		3,717
<b>Total Public Place</b>	<b>3,717</b>		<b>3,717</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	5,048		5,048
<b>Total Individual Use</b>	<b>5,048</b>		<b>5,048</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%.

**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	9,640	9,640	2.7	25,761

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 1,545

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 63,068

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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