



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, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
736,797	22,425	759,222	750,000	9,222

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			
Winter	668,037	65,225	733,262	9,816		9,816	743,078	19,000	212	19,212	696,853	65,437	762,290
Mar	677,143	60,952	738,095	9,426		9,426	747,521	25,000	187	25,187	711,569	61,139	772,708
Apr	669,099	57,129	726,228	9,604		9,604	735,832	22,000	238	22,238	700,703	57,367	758,070
May	662,319	54,566	716,885	9,604		9,604	726,489	21,000	188	21,188	692,923	54,754	747,677
Summer	659,860	61,600	721,460	9,603		9,603	731,063	24,000	300	24,300	693,463	61,900	755,363
Average	667,292	59,894	727,186	9,611		9,611	736,797	22,200	225	22,425	699,103	60,119	759,222

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	555,876	50,200	606,076	79.8
Multi-Title Digital Programs		9,694	9,694	1.3
Sponsored Subscriptions	111,416		111,416	14.7
Total Paid Subscriptions	667,292	59,894	727,186	95.8
Verified Subscriptions				
Public Place	4,500		4,500	0.6
Individual Use	5,111		5,111	0.7
Total Verified Subscriptions	9,611		9,611	1.3
Total Paid & Verified Subscriptions	676,903	59,894	736,797	97.0
Single Copy Sales				
Single Issue	22,200	225	22,425	3.0
Total Single Copy Sales	22,200	225	22,425	3.0
Total Paid & Verified Circulation	699,103	60,119	759,222	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	750,000	761,619	761,619		
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

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PRICES

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

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2017
- (3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN WWW.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	3,500		3,500
Transportation Outlets	1,000		1,000
Total Public Place Copies	4,500		4,500
Individual Use			
Individually Requested	5,111		5,111
Total Individual Use Copies	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%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 2,742

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 60,283

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	9,694	9,694	2.8	26,265

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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