

Publisher's Statement

6 months ended June 30, 2020, *Subject to Audit*

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Annual Frequency: 8 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
670,555	8,039	678,594	630,000	48,594

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	595,254	81,051	676,305	5,788		5,788	682,093	13,743	118	13,861	614,785	81,169	695,954
May	577,744	77,346	655,090	6,463		6,463	661,553	5,000	58	5,058	589,207	77,404	666,611
Jun	587,906	76,788	664,694	3,326		3,326	668,020	5,000	200	5,200	596,232	76,988	673,220
Average	586,968	78,395	665,363	5,192		5,192	670,555	7,914	125	8,039	600,074	78,520	678,594

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	549,457	58,504	607,961	89.6
Multi-Title Digital Programs		19,891	19,891	2.9
Sponsored Subscriptions	37,511		37,511	5.5
Total Paid Subscriptions	586,968	78,395	665,363	98.1
Verified Subscriptions				
Public Place	3,157		3,157	0.5
Individual Use	2,035		2,035	0.3
Total Verified Subscriptions	5,192		5,192	0.8
Total Paid & Verified Subscriptions	592,160	78,395	670,555	98.8
Single Copy Sales				
Single Issue	7,914	125	8,039	1.2
Total Single Copy Sales	7,914	125	8,039	1.2
Total Paid & Verified Circulation	600,074	78,520	678,594	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2019	700,000	709,309	709,309		
12/31/2018	750,000	757,934	757,934		
12/31/2017	750,000	761,619	761,619		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$7.97	\$11.84	
Average Subscription Price per Copy		\$1.48	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

(3) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN 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	2,157		2,157
Transportation Outlets	1,000		1,000
Total Public Place Copies	3,157		3,157
Individual Use			
Ordered/Payment Not Received	2,035		2,035
Total Individual Use Copies	2,035		2,035

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: 53,381

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 30,396

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	19,891	19,891	2.1	42,567

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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