

Publisher's Statement

6 months ended June 30, 2019, *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, Inc.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
690,102	19,473	709,575	700,000	9,575

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	622,244	58,722	680,966	7,087		7,087	688,053	18,016	206	18,222	647,347	58,928	706,275
Apr	622,477	62,427	684,904	6,891		6,891	691,795	16,000	176	16,176	645,368	62,603	707,971
May	603,687	63,139	666,826	27,077		27,077	693,903	15,000	192	15,192	645,764	63,331	709,095
Summer	600,004	59,574	659,578	27,077		27,077	686,655	28,000	300	28,300	655,081	59,874	714,955
Average	612,103	60,966	673,069	17,033		17,033	690,102	19,254	219	19,473	648,390	61,185	709,575

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	571,987	51,755	623,742	87.9
Multi-Title Digital Programs		9,211	9,211	1.3
Sponsored Subscriptions	40,116		40,116	5.7
Total Paid Subscriptions	612,103	60,966	673,069	94.9
Verified Subscriptions				
Public Place	14,307		14,307	2.0
Individual Use	2,726		2,726	0.4
Total Verified Subscriptions	17,033		17,033	2.4
Total Paid & Verified Subscriptions	629,136	60,966	690,102	97.3
Single Copy Sales				
Single Issue	19,254	219	19,473	2.7
Total Single Copy Sales	19,254	219	19,473	2.7
Total Paid & Verified Circulation	648,390	61,185	709,575	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2018	750,000	757,934	757,934		
12/31/2017	750,000	761,619	761,619		
12/31/2016	750,000	762,906	760,574	2,332	0.3

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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	\$11.20	
Average Subscription Price per Copy		\$1.40	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(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			
Doctor/Health Care Providers	4,781		4,781
Fitness/Recreational Facilities	1,980		1,980
Hotels/Lodges	3,307		3,307
Personal Care Salons	3,239		3,239
Transportation Outlets	1,000		1,000
Total Public Place Copies	14,307		14,307
Individual Use			
Individually Requested	2,726		2,726
Total Individual Use Copies	2,726		2,726

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: 43,773

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 59,262

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	2,578	2,578	0.7	1,805
Texture	6,633	6,633	2.9	19,236

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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