

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Field Served: ESQUIRE is a magazine encompassing all aspects of how a man thinks and lives.

Published by Hearst Communications, Inc.

Frequency: 10 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base (See Below)	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	609,281	83.2			
Digital Issue	41,798	5.7			
Total Paid Subscriptions	651,079	88.9			
Verified					
Print	5,758	0.8			
Total Verified Subscriptions	5,758	0.8			
Total Paid & Verified Subscriptions	656,837	89.7			
Single Copy Sales					
Print	49,000	6.7			
Digital Issue	26,373	3.6			
Total Single Copy Sales	75,373	10.3			
Total Paid & Verified Circulation	732,210	100.0	725,000	7,210	1.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net Gross (Optional)
Average Single Copy	\$4.99	
Subscription	\$7.97	
Average Subscription Price Annualized (10 issue frequency)		\$10.94
Average Subscription Price per Copy		\$1.09

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation		Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	
Jan./Feb.	617,655	44,155	661,810	5,723	5,723	667,533	55,000	26,533	81,533	678,378	70,688	749,066
Mar.	612,413	42,196	654,609	5,581	5,581	660,190	50,000	26,021	76,021	667,994	68,217	736,211
Apr.	606,678	41,708	648,386	5,897	5,897	654,283	35,000	25,839	60,839	647,575	67,547	715,122
May	606,895	40,932	647,827	5,877	5,877	653,704	55,000	26,572	81,572	667,772	67,504	735,276
June/July	602,767	40,000	642,767	5,712	5,712	648,479	50,000	26,900	76,900	658,479	66,900	725,379

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	614,659	84.2	610,065	85.5	613,617	85.6	633,394	87.4	651,132	87.4
Verified	14,539	2.0	15,190	2.1	14,864	2.1	3,990	0.6	6,087	0.8
Total Paid & Verified Subscriptions	629,198	86.2	625,255	87.6	628,481	87.7	637,384	88.0	657,219	88.2
Single Copy Sales	101,147	13.8	88,238	12.4	88,022	12.3	87,242	12.0	88,202	11.8
Total Paid & Verified Circulation	730,345	100.0	713,493	100.0	716,503	100.0	724,626	100.0	745,421	100.0
Year Over Year Percent of Change		2.2		-2.3		0.4		1.1		2.9
Avg. Annualized Subscription Price	\$10.71		\$9.48		\$10.22		\$10.18		\$11.23	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	597,942	41,798	639,740	87.4
Combination Subscriptions*	3,565		3,565	0.5
Award Point*	4,666		4,666	0.6
Sponsored Sales	3,108		3,108	0.4
TOTAL PAID SUBSCRIPTIONS	609,281	41,798	651,079	88.9
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	3,271		3,271	0.4
Individual Use (See Par. 6B)	2,487		2,487	0.3
TOTAL VERIFIED SUBSCRIPTIONS	5,758		5,758	0.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	615,039	41,798	656,837	89.7
SINGLE COPY SALES				
Single Issue Sales	48,400	26,373	74,773	10.2
Combination Sales	600		600	0.1
TOTAL SINGLE COPY SALES	49,000	26,373	75,373	10.3
TOTAL PAID & VERIFIED CIRCULATION	664,039	68,171	732,210	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Hotels/Lodges	Doctor/Health Care Providers	Transportation Outlets	Personal Care Salons	Public Place Other	Total Public Place Copies
Public Place	2,002	673	594	2		3,271

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	2,487		2,487

7. GEOGRAPHIC DATA for the March 2015 issue

Total paid & verified circulation of this issue was 0.5% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					Total Paid & Verified Circulation	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation		
Alabama	7,997		7,997	42	42	8,039	320		320	8,359		8,359	
Arizona	11,008		11,008	62	62	11,070	796		796	11,866		11,866	
Arkansas	4,704		4,704	24	24	4,728	117		117	4,845		4,845	
California	75,452		75,452	780	780	76,232	5,761		5,761	81,993		81,993	
Colorado	10,701		10,701	374	374	11,075	830		830	11,905		11,905	
Connecticut	8,152		8,152	46	46	8,198	519		519	8,717		8,717	
Delaware	2,114		2,114	12	12	2,126	124		124	2,250		2,250	
District of Columbia	3,447		3,447	415	415	3,862	336		336	4,198		4,198	
Florida	37,942		37,942	789	789	38,731	2,936		2,936	41,667		41,667	
Georgia	16,815		16,815	162	162	16,977	1,528		1,528	18,505		18,505	
Idaho	2,252		2,252	11	11	2,263	78		78	2,341		2,341	
Illinois	28,691		28,691	245	245	28,936	1,938		1,938	30,874		30,874	
Indiana	11,562		11,562	59	59	11,621	687		687	12,308		12,308	
Iowa	4,956		4,956	30	30	4,986	200		200	5,186		5,186	
Kansas	5,073		5,073	27	27	5,100	167		167	5,267		5,267	
Kentucky	7,232		7,232	36	36	7,268	382		382	7,650		7,650	
Louisiana	6,813		6,813	37	37	6,850	405		405	7,255		7,255	
Maine	2,114		2,114	11	11	2,125	127		127	2,252		2,252	
Maryland	13,110		13,110	98	98	13,208	904		904	14,112		14,112	
Massachusetts	14,685		14,685	152	152	14,837	1,496		1,496	16,333		16,333	
Michigan	18,911		18,911	101	101	19,012	1,376		1,376	20,388		20,388	
Minnesota	11,799		11,799	81	81	11,880	747		747	12,627		12,627	
Mississippi	4,406		4,406	22	22	4,428	211		211	4,639		4,639	
Missouri	10,604		10,604	55	55	10,659	538		538	11,197		11,197	
Montana	2,005		2,005	9	9	2,014	86		86	2,100		2,100	
Nebraska	3,651		3,651	19	19	3,670	130		130	3,800		3,800	
Nevada	5,431		5,431	72	72	5,503	734		734	6,237		6,237	
New Hampshire	2,524		2,524	16	16	2,540	137		137	2,677		2,677	
New Jersey	18,993		18,993	236	236	19,229	1,673		1,673	20,902		20,902	
New Mexico	3,683		3,683	19	19	3,702	134		134	3,836		3,836	
New York	44,683		44,683	253	253	44,936	4,306		4,306	49,242		49,242	
North Carolina	17,724		17,724	90	90	17,814	951		951	18,765		18,765	
North Dakota	1,585		1,585	9	9	1,594	53		53	1,647		1,647	
Ohio	22,538		22,538	220	220	22,758	971		971	23,729		23,729	
Oklahoma	6,226		6,226	31	31	6,257	224		224	6,481		6,481	
Oregon	6,555		6,555	37	37	6,592	399		399	6,991		6,991	
Pennsylvania	26,872		26,872	140	140	27,012	1,712		1,712	28,724		28,724	
Rhode Island	2,316		2,316	11	11	2,327	179		179	2,506		2,506	
South Carolina	8,392		8,392	84	84	8,476	637		637	9,113		9,113	
South Dakota	1,583		1,583	9	9	1,592	68		68	1,660		1,660	
Tennessee	11,261		11,261	61	61	11,322	764		764	12,086		12,086	
Texas	41,368		41,368	236	236	41,604	2,631		2,631	44,235		44,235	
Utah	4,100		4,100	44	44	4,144	235		235	4,379		4,379	
Vermont	1,209		1,209	6	6	1,215	87		87	1,302		1,302	
Virginia	17,507		17,507	142	142	17,649	1,118		1,118	18,767		18,767	
Washington	13,150		13,150	70	70	13,220	1,123		1,123	14,343		14,343	
West Virginia	2,783		2,783	14	14	2,797	127		127	2,924		2,924	
Wisconsin	9,633		9,633	52	52	9,685	454		454	10,139		10,139	
Wyoming	1,059		1,059	5	5	1,064	33		33	1,097		1,097	
TOTAL 48 CONTERMINOUS STATES	597,371		597,371	5,556	5,556	602,927	41,489		41,489	644,416		644,416	
Alaska	1,374		1,374			1,374	146		146	1,520		1,520	
Hawaii	2,534		2,534	25	25	2,559	215		215	2,774		2,774	
TOTAL ALASKA & HAWAII	3,908		3,908	25	25	3,933	361		361	4,294		4,294	
U.S. Unclassified		42,196	42,196			42,196		26,021	26,021		68,217	68,217	
TOTAL UNITED STATES	601,279	42,196	643,475	5,581	5,581	649,056	41,850	26,021	67,871	648,710	68,217	716,927	
Poss. & Other Areas	839		839			839				839		839	
U.S. & POSS., etc.	602,118	42,196	644,314	5,581	5,581	649,895	41,850	26,021	67,871	649,549	68,217	717,766	
CANADA													
Alberta	1,056		1,056			1,056	939		939	1,995		1,995	
British Columbia	1,209		1,209			1,209	1,067		1,067	2,276		2,276	
Manitoba	283		283			283	145		145	428		428	
New Brunswick	99		99			99	138		138	237		237	
Newfoundland/Labrador	75		75			75	38		38	113		113	
Northwest Territories	6		6			6	7		7	13		13	
Nova Scotia	161		161			161	151		151	312		312	
Nunavut	2		2			2				2		2	
Ontario	3,705		3,705			3,705	2,255		2,255	5,960		5,960	
Prince Edward Island	18		18			18	20		20	38		38	
Quebec	673		673			673	435		435	1,108		1,108	
Saskatchewan	279		279			279	96		96	375		375	
Yukon Territory	8		8			8	5		5	13		13	
Canadian Unclassified													
TOTAL CANADA	7,574		7,574			7,574	5,296		5,296	12,870		12,870	
International	1,894		1,894			1,894	2,510		2,510	4,404		4,404	
Other Unclassified													
Military or Civilian Personnel Overseas	827		827			827	344		344	1,171		1,171	
GRAND TOTAL	612,413	42,196	654,609	5,581	5,581	660,190	50,000	26,021	76,021	667,994	68,217	736,211	

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues)	1,027	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	209,814	78.9
(b) Seven to eleven months (7 to 8 issues)	339	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	52,446	19.7
(c) Twelve months (9 to 10 issues)	194,638	73.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	3,721	1.4
(d) Thirteen to twenty-four months.....	68,592	25.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,385	0.5	Total Subscriptions Sold in Period	265,981	100.0
Total Subscriptions Sold in Period	265,981	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	264,730	99.5			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums	1,251	0.5			
Total Subscriptions Sold in Period	265,981	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada and International, \$5.99. Subscriptions: Canada and International, 1 yr. \$19.97.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 11,041 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is consistent with the print edition - all content included either is identical or as an interactive, enhanced presentation created specifically for the device being used. The digital edition is available via a growing list of digital edition storefronts and is able to be read on numerous tablets, smart phones and e-reader devices.

(e) 398 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Mens Health	389	10 issues	\$30.00	\$7.97
Road & Track Buyers Guide	9	10 issues	\$6.97-\$13.97	\$5.99

(f) Award Point Subscription Sales: The average of 4,666 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 2,580 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 24 to 36 issues for \$33.00 to \$35.00, in exchange for the redemption of 1,100 to 3,300 points at the rate of 1¢ to 3¢ per mile.

An average of 2,086 copies per issue represents copies served to subscribers in exchange for the redemption of Award Points. These subscriptions were sold at 10-11 issues for \$8.00 in exchange for the redemption of 133 points at the rate of 6¢ per point.

(g) Sponsored Subscription Sales: The average of 3,108 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(h) Combination Single Copy Sales: The average of 600 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

Combination Publication	Copies Served	Price of Combination	Single Copy Retail Price
Consumer Reports	600	\$9.99	\$5.99

(i) Verified Public Place: The average of 2,487 copies per issue, shown in Par. 6 and included in Par. 1, represents copies distributed to Transportation Outlets, Hotels & Lodges, Doctor/Health Care Providers and Personal Care Salons.

(j) Analysis by ABCD county size for the March 2015 issue, Circulation is reported as follows:

A County Size includes 300,789 copies B County Size includes 196,646 copies, C County Size includes 81,301 copies, D County Size includes 65,679 copies

(k) Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as paid single copy sales based on consumer payment for the program and consumer's request for this specific magazine. Included in Digital Issue single copy sales is an average of 25,086 copies per issue from this program.

(l) An average of 2,487 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	(a)	742,315	745,421	-3,106	-0.4
12-31-13	700,000	724,342	724,626	-284	-0.0
12-31-12	700,000	714,578	716,502	-1,924	-0.3
12-31-11	700,000	714,823	713,493	1,330	0.2
12-31-10	700,000	731,998	730,345	1,653	0.2

(a) Effective 02/01/14 changed from 700,000 to 725,000

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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LIBERTA ABBONDANTE
SVP/Consumer Marketing

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	7.97
	Canadian Subscription Price	19.97
	International Subscription Price	19.97