

## MAGAZINE

### Publisher's Statement

Six months ended June 30, 2013

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: 11 times/year

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	588,868	80.2			
Digital (Replica)	51,367	7.0			
Total Paid Subscriptions	640,235	87.2			
Verified					
Print	3,324	0.4			
Total Verified Subscriptions	3,324	0.4			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>643,559</b>	<b>87.6</b>			
Single Copy Sales					
Print	82,621	11.3			
Digital (Replica)	8,126	1.1			
Total Single Copy Sales	90,747	12.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>734,306</b>	<b>100.0</b>	<b>700,000</b>	<b>34,306</b>	<b>4.9</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net Gross (Optional)
Average Single Copy	\$4.99	
Subscription	\$7.97	
Average Subscription Price Annualized (11 issue frequency)		\$10.10
Average Subscription Price per Copy		\$0.92

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2012.

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	585,146	51,411	636,557	5,894	5,894	642,451	84,296	6,287	90,583	675,336	57,698	733,034
Feb.	591,401	52,480	643,881	5,819	5,819	649,700	60,582	8,237	68,819	657,802	60,717	718,519
Mar.	599,219	52,484	651,703	5,489	5,489	657,192	98,540	9,107	107,647	703,248	61,591	764,839
Apr.	590,898	51,998	642,896	815	815	643,711	78,863	8,004	86,867	670,576	60,002	730,578
May	582,772	50,316	633,088	964	964	634,052	83,447	8,488	91,935	667,183	58,804	725,987
June/July	583,771	49,513	633,284	964	964	634,248	90,000	8,635	98,635	674,735	58,148	732,883

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#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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#### 5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	586,742	81.5	607,937	85.1	614,659	84.2	610,065	85.5	613,617	85.6
Verified	23,756	3.3	9,284	1.3	14,539	2.0	15,190	2.1	14,864	2.1
<b>Total Paid &amp; Verified Subscriptions</b>	<b>610,498</b>	<b>84.8</b>	<b>617,221</b>	<b>86.4</b>	<b>629,198</b>	<b>86.2</b>	<b>625,255</b>	<b>87.6</b>	<b>628,481</b>	<b>87.7</b>
Single Copy Sales	109,200	15.2	97,519	13.6	101,147	13.8	88,238	12.4	88,022	12.3
<b>Total Paid &amp; Verified Circulation</b>	<b>719,698</b>	<b>100.0</b>	<b>714,740</b>	<b>100.0</b>	<b>730,345</b>	<b>100.0</b>	<b>713,493</b>	<b>100.0</b>	<b>716,503</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.2		-0.7		2.2		-2.3		0.4
Avg. Annualized Subscription Price	\$11.49		\$10.52		\$10.71		\$9.48		\$10.22	

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#### 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 (Replica) Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	567,212	51,367	618,579	84.3
Combination Subscriptions*	5,256		5,256	0.7
Award Point*	6,879		6,879	0.9
Partnership:				
Deductible*	122		122	0.0
Sponsored Sales	9,399		9,399	1.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>588,868</b>	<b>51,367</b>	<b>640,235</b>	<b>87.2</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	3,324		3,324	0.4
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>3,324</b>		<b>3,324</b>	<b>0.4</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>592,192</b>	<b>51,367</b>	<b>643,559</b>	<b>87.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	81,160	8,126	89,286	12.2
Combination Sales	1,461		1,461	0.2
<b>TOTAL SINGLE COPY SALES</b>	<b>82,621</b>	<b>8,126</b>	<b>90,747</b>	<b>12.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>674,813</b>	<b>59,493</b>	<b>734,306</b>	<b>100.0</b>

\*Included in Average Price calculation

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#### 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	Transportation Outlets	Other	Total Public Place Copies
Public Place	2,644	680		3,324

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#### 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:

None

## 7. GEOGRAPHIC DATA for the January 2013 issue

Total paid & verified circulation of this issue was 0.2% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation Digital (Replica)
Alabama	6,238		6,238			6,238	556		556	6,794	6,794
Arizona	10,647		10,647	800	800	11,447	1,345		1,345	12,792	12,792
Arkansas	3,601		3,601			3,601	261		261	3,862	3,862
California	78,161		78,161	1,564	1,564	79,725	8,843		8,843	88,568	88,568
Colorado	10,209		10,209	10	10	10,219	1,943		1,943	12,162	12,162
Connecticut	8,131		8,131			8,131	735		735	8,866	8,866
Delaware	1,805		1,805			1,805	137		137	1,942	1,942
District of Columbia	3,741		3,741	435	435	4,176	703		703	4,879	4,879
Florida	33,532		33,532	855	855	34,387	5,108		5,108	39,495	39,495
Georgia	15,556		15,556	305	305	15,861	2,533		2,533	18,394	18,394
Idaho	1,938		1,938			1,938	202		202	2,140	2,140
Illinois	28,189		28,189	40	40	28,229	3,786		3,786	32,015	32,015
Indiana	9,941		9,941			9,941	710		710	10,651	10,651
Iowa	4,710		4,710			4,710	348		348	5,058	5,058
Kansas	4,928		4,928			4,928	324		324	5,252	5,252
Kentucky	6,519		6,519			6,519	572		572	7,091	7,091
Louisiana	6,166		6,166	150	150	6,316	669		669	6,985	6,985
Maine	2,139		2,139			2,139	166		166	2,305	2,305
Maryland	12,602		12,602			12,602	1,132		1,132	13,734	13,734
Massachusetts	15,223		15,223	100	100	15,323	2,061		2,061	17,384	17,384
Michigan	16,553		16,553			16,553	1,828		1,828	18,381	18,381
Minnesota	10,766		10,766	140	140	10,906	1,089		1,089	11,995	11,995
Mississippi	3,285		3,285			3,285	267		267	3,552	3,552
Missouri	9,819		9,819	75	75	9,894	980		980	10,874	10,874
Montana	1,722		1,722			1,722	155		155	1,877	1,877
Nebraska	3,240		3,240			3,240	316		316	3,556	3,556
Nevada	4,986		4,986	40	40	5,026	1,431		1,431	6,457	6,457
New Hampshire	2,492		2,492			2,492	229		229	2,721	2,721
New Jersey	19,787		19,787	140	140	19,927	3,199		3,199	23,126	23,126
New Mexico	3,253		3,253			3,253	336		336	3,589	3,589
New York	47,405		47,405	180	180	47,585	6,742		6,742	54,327	54,327
North Carolina	15,624		15,624			15,624	1,862		1,862	17,486	17,486
North Dakota	1,367		1,367			1,367	109		109	1,476	1,476
Ohio	20,343		20,343	185	185	20,528	1,445		1,445	21,973	21,973
Oklahoma	5,351		5,351			5,351	423		423	5,774	5,774
Oregon	6,580		6,580	335	335	6,915	788		788	7,703	7,703
Pennsylvania	26,265		26,265	75	75	26,340	2,572		2,572	28,912	28,912
Rhode Island	2,307		2,307			2,307	255		255	2,562	2,562
South Carolina	7,073		7,073			7,073	798		798	7,871	7,871
South Dakota	1,275		1,275			1,275	86		86	1,361	1,361
Tennessee	9,732		9,732			9,732	1,140		1,140	10,872	10,872
Texas	37,208		37,208	140	140	37,348	4,621		4,621	41,969	41,969
Utah	3,699		3,699			3,699	517		517	4,216	4,216
Vermont	1,252		1,252	200	200	1,452	137		137	1,589	1,589
Virginia	17,269		17,269	125	125	17,394	1,963		1,963	19,357	19,357
Washington	13,222		13,222			13,222	1,985		1,985	15,207	15,207
West Virginia	2,347		2,347			2,347	151		151	2,498	2,498
Wisconsin	9,331		9,331			9,331	592		592	9,923	9,923
Wyoming	925		925			925	121		121	1,046	1,046
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>568,454</b>		<b>568,454</b>	<b>5,894</b>	<b>5,894</b>	<b>574,348</b>	<b>68,271</b>		<b>68,271</b>	<b>642,619</b>	<b>642,619</b>
Alaska	1,464		1,464			1,464	222		222	1,686	1,686
Hawaii	2,765		2,765			2,765	415		415	3,180	3,180
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>4,229</b>		<b>4,229</b>			<b>4,229</b>	<b>637</b>		<b>637</b>	<b>4,866</b>	<b>4,866</b>
U.S. Unclassified		51,411	51,411			51,411		6,287	6,287	57,698	57,698
<b>TOTAL UNITED STATES</b>	<b>572,683</b>	<b>51,411</b>	<b>624,094</b>	<b>5,894</b>	<b>5,894</b>	<b>629,988</b>	<b>68,908</b>	<b>6,287</b>	<b>75,195</b>	<b>647,485</b>	<b>57,698</b>
Poss. & Other Areas	832		832			832	116		116	948	948
<b>U.S. &amp; POSS., etc.</b>	<b>573,515</b>	<b>51,411</b>	<b>624,926</b>	<b>5,894</b>	<b>5,894</b>	<b>630,820</b>	<b>69,024</b>	<b>6,287</b>	<b>75,311</b>	<b>648,433</b>	<b>57,698</b>
Canada	7,432		7,432			7,432	9,520		9,520	16,952	16,952
International	3,025		3,025			3,025	5,752		5,752	8,777	8,777
Other Unclassified											
Military or Civilian Personnel Overseas	1,174		1,174			1,174				1,174	1,174
<b>GRAND TOTAL</b>	<b>585,146</b>	<b>51,411</b>	<b>636,557</b>	<b>5,894</b>	<b>5,894</b>	<b>642,451</b>	<b>84,296</b>	<b>6,287</b>	<b>90,583</b>	<b>675,336</b>	<b>57,698</b>

## ANALYSIS BY ABCD COUNTY SIZE for the January 2013 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	321,918		321,918	50.1	125
B	30	193,404		193,404	30.1	100
C	15	74,178		74,178	11.5	77
D	15	53,119		53,119	8.3	55

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 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, 2013

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues) .....	277	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	212,688	93.3
(b) Seven to eleven months (7 to 10 issues) .....	1,269	0.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	11,395	5.0
(c) Twelve months (11 issues) .....	188,331	82.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	3,958	1.7
(d) Thirteen to twenty-four months.....	29,278	12.8	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	8,886	3.9	Total Subscriptions Sold in Period .....	228,041	100.0
Total Subscriptions Sold in Period .....	228,041	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	228,041	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	228,041	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 non-analyzed non-paid circulation for the 6 month period: 12,439 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica): The digital edition is consistent with the print edition - all content is included either as an exact replica 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) 2,065 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Road & Track Buyer's Guide	214	11 - 22 issues	\$6.97 - \$13.94	\$5.99
Maxim	1,851	14 issues	\$40.00	\$24.97

(f) Award Point Subscription Sales: The average of 6,879 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 4,925 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 1,954 copies per issue represents copies served to subscribers in exchange for the redemption of Award Points. These subscriptions were sold at 11 issues for \$8.00 in exchange for the redemption of 133 points at the rate of 6¢ per point.

(g) Partnership Subscription Sales (Deductible): The average of 122 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$5.00 to \$10.00 of the sales price was allocated for a 1 year subscription.

(h) Sponsored Subscription Sales: The average of 9,399 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.

(i) Verified Public Place: The average of 3,324 copies per issue, shown in Par. 6 and included in Par. 1, represents copies distributed to Transportation Outlets and Hotels & Lodging.

(j) Combination Single Copy Sales: The average of 1,461 copies per issue, shown in Par. 6 and included in Par. 1, represents copies of the April 2013 issue of this publication and the Esquire Big Black Book sold at a combination single copy price of \$11.99.

(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 (Replica) single copy sales is an average of 5,677 copies per issue from this program.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2011; 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)
12-31-11	700,000	714,823	713,493	1,330	0.2
12-31-10	700,000	731,998	730,345	1,653	0.2
12-31-09	700,000	714,489	714,739	-250	-0.0
12-31-08	700,000	718,220	719,699	-1,479	-0.2
12-31-07	700,000	720,551	721,174	-623	-0.1

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.

Parent Company: Hearst Communications, Inc.

ESQUIRE, published by Hearst Communications, Inc. • 300 W. 57th Street • New York, NY 10019

LIBERTA ABBONDANTE  
Senior V.P./Consumer Marketing

JACK ESSIG  
S.V.P./Publisher & Chief  
Revenue Officer

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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