

Annual Frequency: 10 times/year

Field Served: The international fashion magazine for the home, ELLE DECOR is a stylish, fashion-savvy design publication for the consumer who reads everything but knows what she wants. Encompassing provocative young talent as well as design legends who still surprise, antiques that work today alongside modern products inspired by what comes down the runways, and locations across the globe.

Published by: Hearst Magazine Media

Publisher's Statement

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

[Learn more about this media property at auditedmedia.com](http://www.auditedmedia.com)

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
533,484	21,882	555,366	550,000	5,366

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			
Jan/Feb	484,522	26,487	511,009	16,078		16,078	527,087	23,514	230	23,744	524,114	26,717	550,831
Mar	482,526	27,537	510,063	23,086		23,086	533,149	30,000	231	30,231	535,612	27,768	563,380
Apr	487,521	27,718	515,239	23,085		23,085	538,324	20,000	238	20,238	530,606	27,956	558,562
May	482,640	29,648	512,288	23,085		23,085	535,373	13,000	313	13,313	518,725	29,961	548,686
Average	484,302	27,848	512,150	21,334		21,334	533,484	21,629	253	21,882	527,265	28,101	555,366

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	457,405	22,144	479,549	86.3
Multi-Title Digital Programs		5,704	5,704	1.0
Partnership Deductible Subscriptions	3,675		3,675	0.7
Sponsored Subscriptions	23,222		23,222	4.2
Total Paid Subscriptions	484,302	27,848	512,150	92.2
Verified Subscriptions				
Public Place	15,609		15,609	2.8
Individual Use	5,725		5,725	1.0
Total Verified Subscriptions	21,334		21,334	3.8
Total Paid & Verified Subscriptions	505,636	27,848	533,484	96.1
Single Copy Sales				
Single Issue	21,629	253	21,882	3.9
Total Single Copy Sales	21,629	253	21,882	3.9
Total Paid & Verified Circulation	527,265	28,101	555,366	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	550,000	553,409	553,409		
12/31/2018	550,000	557,172	557,172		
12/31/2017	550,000	558,931	558,931		

Visit auditedmedia.com Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$11.80	
Average Subscription Price per Copy		\$1.18	

(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: 10

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			
Business/Professional Services	7,529		7,529
Doctor/Health Care Providers	4,662		4,662
Hotels/Lodges	359		359
Personal Care Salons	3,059		3,059
Total Public Place Copies	15,609		15,609
Individual Use			
Ordered/Payment Not Received	5,725		5,725
Total Individual Use Copies	5,725		5,725

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: 101,735

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 34,490

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	5,704	5,704	2.3	13,347

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 Magazine Media, Inc.
 ELLE DECOR, published by Hearst Magazine Media * 300 West 57th Street * New York, NY 10019

RICHARD DAY
 VP, Consumer Revenue
 P: 212.649.2000 * URL: www.elledecor.com
 Established: 1989

JENNIFER LEVENE BRUNO
 VP, Group Publishing Director & Chief Revenue Officer
 AAM Member since: 1991