

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 Communications

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
515,321	42,718	558,039	550,000	8,039

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	470,097	33,749	503,846	12,010		12,010	515,856	45,000	380	45,380	527,107	34,129	561,236
Mar	461,622	28,432	490,054	22,000		22,000	512,054	41,000	253	41,253	524,622	28,685	553,307
Apr	464,784	30,525	495,309	22,036		22,036	517,345	48,000	313	48,313	534,820	30,838	565,658
May	467,076	29,510	496,586	21,983		21,983	518,569	40,000	244	40,244	529,059	29,754	558,813
Jun	471,299	29,500	500,799	11,983		11,983	512,782	38,000	400	38,400	521,282	29,900	551,182
Average	466,976	30,343	497,319	18,002		18,002	515,321	42,400	318	42,718	527,378	30,661	558,039

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	466,976	18,824	485,800	87.1
Multi-Title Digital Programs		11,519	11,519	2.1
Total Paid Subscriptions	466,976	30,343	497,319	89.1
Verified Subscriptions				
Public Place	6,356		6,356	1.1
Individual Use	11,646		11,646	2.1
Total Verified Subscriptions	18,002		18,002	3.2
Total Paid & Verified Subscriptions	484,978	30,343	515,321	92.3
Single Copy Sales				
Single Issue	42,400	318	42,718	7.7
Total Single Copy Sales	42,400	318	42,718	7.7
Total Paid & Verified Circulation	527,378	30,661	558,039	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	550,000	560,015	559,714	301	0.1
12/31/2015	550,000	558,752	555,152	3,600	0.6
12/31/2014	550,000	561,361	562,345	-984	-0.2

Visit www.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)		\$19.20	
Average Subscription Price per Copy		\$1.92	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN WWW.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	6,000		6,000
Hotels/Lodges	356		356
Total Public Place	6,356		6,356
Individual Use			
Ordered/Payment Not Received	11,646		11,646
Total Individual Use	11,646		11,646

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%.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

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
Texture	11,519	11,519	2.3	26,877

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 5,238

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 64,704

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.

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LIBERTA ABBONDANTE
SVP, Consumer Marketing

KATE KELLY SMITH
SVP, Group Publishing Director & Chief Revenue Officer

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