



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 December 31, 2017, *Subject to Audit*

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single CopySales	Total Circulation	Rate Base	Variance to Rate Base
522,180	37,640	559,820	550,000	9,820

**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			
Jul/Aug	491,762	30,642	522,404	10,979		10,979	533,383	45,000	265	45,265	547,741	30,907	578,648
Sep	477,721	27,601	505,322	10,979		10,979	516,301	40,000	195	40,195	528,700	27,796	556,496
Oct	472,246	28,367	500,613	10,979		10,979	511,592	34,000	169	34,169	517,225	28,536	545,761
Nov	482,904	33,460	516,364	10,979		10,979	527,343	38,000	173	38,173	531,883	33,633	565,516
Dec	481,304	28,500	509,804	12,480		12,480	522,284	30,000	400	30,400	523,784	28,900	552,684
<b>Average</b>	<b>481,187</b>	<b>29,714</b>	<b>510,901</b>	<b>11,279</b>		<b>11,279</b>	<b>522,180</b>	<b>37,400</b>	<b>240</b>	<b>37,640</b>	<b>529,866</b>	<b>29,954</b>	<b>559,820</b>

## SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	462,671	17,548	480,219	85.8
Multi-Title Digital Programs		12,166	12,166	2.2
Sponsored Subscriptions	18,516		18,516	3.3
<b>Total Paid Subscriptions</b>	<b>481,187</b>	<b>29,714</b>	<b>510,901</b>	<b>91.3</b>
<b>Verified Subscriptions</b>				
Public Place	632		632	0.1
Individual Use	10,647		10,647	1.9
<b>Total Verified Subscriptions</b>	<b>11,279</b>		<b>11,279</b>	<b>2.0</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>492,466</b>	<b>29,714</b>	<b>522,180</b>	<b>93.3</b>
<b>Single Copy Sales</b>				
Single Issue	37,400	240	37,640	6.7
<b>Total Single Copy Sales</b>	<b>37,400</b>	<b>240</b>	<b>37,640</b>	<b>6.7</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>529,866</b>	<b>29,954</b>	<b>559,820</b>	<b>100.0</b>

## 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

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## PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$14.00	
Average Subscription Price per Copy		\$1.40	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2017

(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
<b>Public Place</b>			
Business/Professional Services	300		300
Hotels/Lodges	332		332
<b>Total Public Place Copies</b>	<b>632</b>		<b>632</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	10,647		10,647
<b>Total Individual Use Copies</b>	<b>10,647</b>		<b>10,647</b>

## 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%.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**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.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 6,218

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 61,217

### 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	12,166	12,166	2.4	29,354

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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