

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, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
506,094	52,189	558,283	550,000	8,283

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	438,671	45,800	484,471	10,331		10,331	494,802	55,000	1,026	56,026	504,002	46,826	550,828
Mar	460,193	35,838	496,031	10,341		10,341	506,372	44,000	391	44,391	514,534	36,229	550,763
Apr	454,462	31,711	486,173	10,394		10,394	496,567	54,000	446	54,446	518,856	32,157	551,013
May	488,434	20,755	509,189	10,447		10,447	519,636	45,000	321	45,321	543,881	21,076	564,957
Jun	483,846	18,800	502,646	10,447		10,447	513,093	60,000	761	60,761	554,293	19,561	573,854
Average	465,121	30,581	495,702	10,392		10,392	506,094	51,600	589	52,189	527,113	31,170	558,283

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	464,770	19,989	484,759	86.8
Multi-Title Digital Programs		10,592	10,592	1.9
Sponsored Subscriptions	351		351	0.1
Total Paid Subscriptions	465,121	30,581	495,702	88.8
Verified Subscriptions				
Public Place	4,306		4,306	0.8
Individual Use	6,086		6,086	1.1
Total Verified Subscriptions	10,392		10,392	1.9
Total Paid & Verified Subscriptions	475,513	30,581	506,094	90.7
Single Copy Sales				
Single Issue	51,600	589	52,189	9.3
Total Single Copy Sales	51,600	589	52,189	9.3
Total Paid & Verified Circulation	527,113	31,170	558,283	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	550,000	558,752	555,152	3,600	0.6
12/31/2014	550,000	561,361	562,345	-984	-0.2
12/31/2013	550,000	564,038	563,758	280	

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)		\$14.30	
Average Subscription Price per Copy		\$1.43	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

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

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			
Hotels/Lodges	4,306		4,306
Total Public Place	4,306		4,306
Individual Use			
Ordered/Payment Not Received	6,086		6,086
Total Individual Use	6,086		6,086

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.

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	10,592	10,592	2.9	30,908

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 2,016

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 31,695

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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