

# Woman's Day Delivers Strong and Steady Circulation

## ABC Rapid Reporting Check-up

	JANUARY 3 <sup>RD</sup>	FEBRUARY 1 <sup>ST</sup>	FEBRUARY 13 <sup>TH</sup>	MARCH 6 <sup>TH</sup>	APRIL 1 <sup>ST</sup>	APRIL 17 <sup>TH</sup>	MAY 8 <sup>TH</sup>	JUNE 1 <sup>ST</sup>	JUNE 19 <sup>TH</sup>	COVER PRICE
Paid Subscriptions	3,239,549	3,239,510	3,214,626	3,315,923	3,428,340	3,396,817	3,341,673	3,423,024	3,405,313	
<b>Verified Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
Single Copy Sales	608,000	589,000	549,000	750,000	457,000	448,000	720,000	516,000	625,000	
Total	3,847,549	3,828,510	3,763,626	4,065,923	3,885,340	3,844,817	4,061,673	3,939,024	4,030,313	\$2.79 (80%)
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	\$1.99 (20%)
% Above/Below	+1.3%	+0.8%	-1%	+7.0%	+2.3%	+1.2%	+6.9%	+3.7%	+6.1%	\$2.63 AVG
Number of Postings	4	3	3	4	3	3	3	2	2	

Woman's Day

	JANUARY	FEBRUARY	MARCH	APRIL 1 <sup>ST</sup>	APRIL 18 <sup>TH</sup>	MAY	JUNE	
Paid Subscriptions	2,933,441	2,830,474	2,883,306	2,882,500	2,859,836	2,816,277	2,804,304	
<b>Verified Subscriptions</b>	<b>133,442</b>	<b>49</b>	<b>132,771</b>	<b>132,640</b>	<b>132,341</b>	<b>140,070</b>	<b>140,038</b>	
Single Copy Sales	1,122,253	1,326,867	614,458	754,207	793,358	1,035,686	945,411	
Total	4,189,136	4,157,390	3,630,535	3,769,347	3,785,535	3,992,033	3,889,753	\$1.99
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	
% Above/Below	+10.2%	+9.4%	-4.5%	-0.8%	-0.4%	+5.1%	+2.4%	
Number of Postings	2	2	2	2	2	2	1	

FamilyCircle

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
Paid Subscriptions	7,264,000	7,212,000	7,256,000	7,249,000	7,260,000	7,245,000	
<b>Verified Subscriptions</b>	<b>197,000</b>	<b>216,000</b>	<b>199,000</b>	<b>201,000</b>	<b>150,000</b>	<b>150,000</b>	
Single Copy Sales	159,000	192,000	183,000	162,000	369,000	392,000	
Total	7,620,000	7,620,000	7,638,000	7,612,000	7,779,000	7,787,000	\$3.49
Rate Base	7,600,000	7,600,000	7,600,000	7,600,000	7,600,000	7,600,000	
% Above/Below	+0.3%	+0.3%	+0.5%	+0.2%	+2.4%	+2.5%	
Number of Postings	4	4	3	3	2	1	

Better Homes and Gardens

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
Paid Subscriptions	3,839,222	3,852,728	3,888,953	3,905,041	3,899,706	3,939,986	
<b>Verified Subscriptions</b>	<b>209,261</b>	<b>210,572</b>	<b>206,912</b>	<b>190,522</b>	<b>189,875</b>	<b>138,031</b>	
Single Copy Sales	718,557	557,053	458,779	804,496	863,701	565,244	
Total	4,767,040	4,620,353	4,554,644	4,900,059	4,953,282	4,643,261	\$2.50
Rate Base	4,600,000	4,600,000	4,600,000	4,600,000	4,600,000	4,600,000	
% Above/Below	+3.6%	+0.4%	-1%	+6.5%	+7.7%	+0.9%	
Number of Postings	2	2	3	2	1	1	

Good Housekeeping

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
Paid Subscriptions	3,612,142	3,562,142	3,524,376	3,516,603	3,461,099	3,454,700	
<b>Verified Subscriptions</b>	<b>128,186</b>	<b>128,061</b>	<b>127,527</b>	<b>127,309</b>	<b>159,126</b>	<b>69,000</b>	
Single Copy Sales	239,427	290,738	315,892	200,576	283,912	353,714	
Total	3,979,755	3,980,941	3,967,795	3,844,488	3,904,137	3,877,414	\$2.49
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	
% Above/Below	+4.7%	+4.8%	+4.4%	+1.2%	+2.7%	+2%	
Number of Postings	2	2	5	3	2	1	

HomeJournal

REDBOOK

DOES NOT REPORT

# Woman's Day Delivers Strong and Steady Circulation (cont'd)

## ABC Rapid Reporting Check-up

	JULY 10 <sup>TH</sup>	AUGUST 1 <sup>ST</sup>	SEPTEMBER 1 <sup>ST</sup>	SEPTEMBER 12 <sup>TH</sup>	OCTOBER 2 <sup>ND</sup>	NOVEMBER 1 <sup>ST</sup>	NOVEMBER 13 <sup>TH</sup>	COVER PRICE
Paid Subscriptions	3,379,000	3,349,000	3,330,000	3,302,000	3,264,000	3,256,000	3,226,000	
<b>Verified Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
Single Copy Sales	502,700	484,800	741,000	704,200	696,900	603,800	696,700	
Total	3,881,700	3,833,800	4,071,000	4,006,200	3,960,900	3,859,800	3,922,700	\$2.79 (80%)
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	\$1.99 (20%)
<b>% Above/Below</b>	<b>+2.2%</b>	<b>+0.9%</b>	<b>+7.1%</b>	<b>+5.4%</b>	<b>+4.2%</b>	<b>+1.6%</b>	<b>+3.2%</b>	<b>\$2.63 AVG</b>
Number of Postings	2	2	2	1	2	1	1	

Woman's Day

	JULY	AUGUST	SEPTEMBER	OCTOBER 1 <sup>ST</sup>	OCTOBER 17 <sup>TH</sup>	NOVEMBER 1 <sup>ST</sup>	NOVEMBER 29 <sup>TH</sup>	
Paid Subscriptions	2,805,355	2,868,758	2,817,643	2,802,175	2,958,197	2,890,164	2,906,998	
<b>Verified Subscriptions</b>	<b>140,044</b>	<b>124,000</b>	<b>124,000</b>	<b>123,986</b>	<b>123,888</b>	<b>124,000</b>	<b>124,000</b>	
Single Copy Sales	871,000	1,004,000	1,121,000	1,060,000	786,000	1,095,000	823,000	
Total	3,816,399	3,996,758	4,062,643	3,986,161	3,868,085	4,109,164	3,853,998	\$1.99
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	
<b>% Above/Below</b>	<b>+0.4%</b>	<b>+5.2%</b>	<b>+6.9%</b>	<b>+4.9%</b>	<b>+1.8%</b>	<b>+8.1%</b>	<b>+1.4%</b>	
Number of Postings	3	3	3	2	1	1	1	

FamilyCircle

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	
Paid Subscriptions	7,230,000	7,172,000	7,190,000	7,120,000	7,117,000	
<b>Verified Subscriptions</b>	<b>150,000</b>	<b>150,000</b>	<b>100,000</b>	<b>150,000</b>	<b>150,000</b>	
Single Copy Sales	383,000	426,000	335,000	405,000	350,000	
Total	7,763,000	7,748,000	7,625,000	7,625,000	7,617,000	\$3.49
Rate Base	7,600,000	7,600,000	7,600,000	7,600,000	7,600,000	
<b>% Above/Below</b>	<b>+2.1%</b>	<b>+2%</b>	<b>+0.3%</b>	<b>+1%</b>	<b>+0.2%</b>	
Number of Postings	2	2	2	1	1	

Better Homes and Gardens

	JULY	AUGUST	SEPTEMBER		
Paid Subscriptions	3,868,000	3,867,000	3,888,000		
<b>Verified Subscriptions</b>	<b>138,000</b>	<b>138,000</b>	<b>137,000</b>		
Single Copy Sales	491,000	676,000	582,000		
Total	4,497,000	4,681,000	4,607,000		\$2.50
Rate Base	4,600,000	4,600,000	4,600,000		
<b>% Above/Below</b>	<b>-2.2%</b>	<b>+1.8%</b>	<b>+0.2%</b>		
Number of Postings	1	1	1		

Good Housekeeping

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	
Paid Subscriptions	3,442,313	3,501,245	3,415,488	3,361,354	3,359,695	
<b>Verified Subscriptions</b>	<b>69,000</b>	<b>69,000</b>	<b>69,000</b>	<b>158,909</b>	<b>158,955</b>	
Single Copy Sales	398,714	372,927	352,121	295,657	464,000	
Total	3,910,027	3,943,172	3,836,609	3,815,920	3,982,650	\$2.49
Rate Base	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000	
<b>% Above/Below</b>	<b>+2.9%</b>	<b>+3.8%</b>	<b>+1%</b>	<b>+0.4%</b>	<b>+4.8%</b>	
Number of Postings	2	1	1	1	1	

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