

Publisher's Statement

6 months ended December 31, 2021, Subject to Audit

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Annual Frequency: 6 times/year

Field Served: A general interest magazine that communicates true, first-person stories of hope and inspiration.

Published by: Guideposts

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
979,251	42	979,293	1,000,000	-20,707

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			
Aug/Sep	991,311	3,541	994,852	8,765		8,765	1,003,617	70		70	1,000,076	3,611	1,003,687
Oct/Nov	984,837	3,456	988,293	1,965		1,965	990,258	43		43	986,802	3,499	990,301
Dec/Jan	932,889	3,324	936,213	7,665		7,665	943,878	12		12	940,554	3,336	943,890
Average	969,679	3,440	973,119	6,132		6,132	979,251	42		42	975,811	3,482	979,293

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	714,687	3,405	718,092	73.3
Partnership Deductible Subscriptions	2		2	0.0
Sponsored Subscriptions	254,990	35	255,025	26.0
Total Paid Subscriptions	969,679	3,440	973,119	99.4
Verified Subscriptions				
Public Place	65		65	0.0
Individual Use	6,067		6,067	0.6
Total Verified Subscriptions	6,132		6,132	0.6
Total Paid & Verified Subscriptions	975,811	3,440	979,251	100.0
Single Copy Sales				
Single Issue		42	42	0.0
Total Single Copy Sales		42	42	0.0
Total Paid & Verified Circulation	975,811	3,482	979,293	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	1,125,000	1,110,077	1,110,077		
6/30/2019	1,212,500	1,211,639	1,208,599	3,040	0.3
6/30/2018	1,350,000	1,324,817	1,324,817		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$2.99		
Average Subscription Price Annualized (3)	\$16.94		
Average Subscription Price per Copy		\$15.70	\$16.40
		\$1.57	\$1.64

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2021

(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			
Hotels/Lodges	65		65
Total Public Place Copies	65		65
Individual Use			
Ordered/Payment Not Received	6,067		6,067
Total Individual Use Copies	6,067		6,067

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%.

Transfer : Everyday Blessings ceased publication. Some of its subscribers received 1 issue of this publication for every paid issue remaining of their Everyday Blessings subscription, starting with the June/July, 2021 issue. Included in Paid Subscriptions is the following average: 9,812.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 1

Renewal %: Renewal of Paid subscriptions:

Total expirations during 12 months: 1,106,801

Total renewals of those expirations: 787,175

Renewals percentage: 71.1

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 108,534

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: Guideposts

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Established: 1945

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