

Publisher's Statement

6 months ended June 30, 2020, *Subject to Audit*

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Annual Frequency: 10 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
1,080,367	361	1,080,728	1,125,000	-44,272

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			
Feb	1,097,975	5,027	1,103,002	20,675		20,675	1,123,677	399		399	1,118,650	5,426	1,124,076
Mar	1,079,336	4,953	1,084,289	16,530		16,530	1,100,819	185		185	1,095,866	5,138	1,101,004
Apr	1,062,171	4,885	1,067,056	15,430		15,430	1,082,486	344		344	1,077,601	5,229	1,082,830
May	1,044,859	4,882	1,049,741	3,130		3,130	1,052,871	340		340	1,047,989	5,222	1,053,211
Jun/Jul	1,025,129	4,532	1,029,661	12,320		12,320	1,041,981	537		537	1,037,449	5,069	1,042,518
Average	1,061,894	4,856	1,066,750	13,617		13,617	1,080,367	361		361	1,075,511	5,217	1,080,728

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	840,530	4,821	845,351	78.2
Partnership Deductible Subscriptions	8		8	0.0
Sponsored Subscriptions	221,356	35	221,391	20.5
Total Paid Subscriptions	1,061,894	4,856	1,066,750	98.7
Verified Subscriptions				
Public Place	497		497	0.0
Individual Use	13,120		13,120	1.2
Total Verified Subscriptions	13,617		13,617	1.3
Total Paid & Verified Subscriptions	1,075,511	4,856	1,080,367	100.0
Single Copy Sales				
Single Issue		361	361	0.0
Total Single Copy Sales		361	361	0.0
Total Paid & Verified Circulation	1,075,511	5,217	1,080,728	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	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		
6/30/2017	1,450,000	1,431,337	1,431,337		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$16.94		
Average Subscription Price Annualized (3)		\$16.17	\$16.06
Average Subscription Price per Copy		\$1.47	\$1.46

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

(3) Based on the following issue per year frequency: 11

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	497		497
Total Public Place Copies	497		497
Individual Use			
Ordered/Payment Not Received	13,120		13,120
Total Individual Use Copies	13,120		13,120

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%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 4

Renewal %: Renewal of Paid subscriptions:

Total expirations during 12 months: 1,326,248

Total renewals of those expirations: 938,635

Renewals percentage: 70.8

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 104,953

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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AAM Member since: 2000