

Publisher's Statement

6 months ended June 30, 2021, 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
1,015,470	21	1,015,491	1,000,000	15,491

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	1,062,113	4,107	1,066,220	16,975		16,975	1,083,195	33	33	1,079,088	4,140	1,083,228	
Mar	1,024,103	3,981	1,028,084	10,975		10,975	1,039,059	31	31	1,035,078	4,012	1,039,090	
Apr	1,003,467	3,954	1,007,421	2,465		2,465	1,009,886	27	27	1,005,932	3,981	1,009,913	
May	967,128	3,854	970,982	1,865		1,865	972,847	5	5	968,993	3,859	972,852	
Jun/Jul	961,205	3,795	965,000	7,365		7,365	972,365	11	11	968,570	3,806	972,376	
Average	1,003,603	3,938	1,007,541	7,929		7,929	1,015,470	21	21	1,011,532	3,959	1,015,491	

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	761,712	3,903	765,615	75.4
Partnership Deductible Subscriptions	5		5	0.0
Sponsored Subscriptions	241,886	35	241,921	23.8
Total Paid Subscriptions	1,003,603	3,938	1,007,541	99.2
Verified Subscriptions				
Public Place	69		69	0.0
Individual Use	7,860		7,860	0.8
Total Verified Subscriptions	7,929		7,929	0.8
Total Paid & Verified Subscriptions	1,011,532	3,938	1,015,470	100.0
Single Copy Sales				
Single Issue		21	21	0.0
Total Single Copy Sales		21	21	0.0
Total Paid & Verified Circulation	1,011,532	3,959	1,015,491	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	\$2.99		
Subscription	\$16.94		
Average Subscription Price Annualized (3)		\$15.30	\$15.20
Average Subscription Price per Copy		\$1.53	\$1.52

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(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	69		69
Total Public Place Copies	69		69
Individual Use			
Ordered/Payment Not Received	7,860		7,860
Total Individual Use Copies	7,860		7,860

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: 1

Renewal %: Renewal of Paid subscriptions:

Total expirations during 12 months: 1,208,020

Total renewals of those expirations: 856,235

Renewals percentage: 70.9

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 107,463

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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