

## Publisher's Statement

6 months ended December 31, 2019, *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
1,139,174	254	1,139,428	1,125,000	14,428

### 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	1,106,827	5,264	1,112,091	21,220		21,220	1,133,311		235	235	1,128,047	5,499	1,133,546
Sep	1,135,141	5,194	1,140,335	25,915		25,915	1,166,250		182	182	1,161,056	5,376	1,166,432
Oct	1,097,003	4,984	1,101,987	26,210		26,210	1,128,197		387	387	1,123,213	5,371	1,128,584
Nov	1,119,295	4,813	1,124,108	10,785		10,785	1,134,893		225	225	1,130,080	5,038	1,135,118
Dec/Jan	1,103,507	4,635	1,108,142	25,075		25,075	1,133,217		240	240	1,128,582	4,875	1,133,457
<b>Average</b>	<b>1,112,355</b>	<b>4,978</b>	<b>1,117,333</b>	<b>21,841</b>		<b>21,841</b>	<b>1,139,174</b>		<b>254</b>	<b>254</b>	<b>1,134,196</b>	<b>5,232</b>	<b>1,139,428</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	887,509	4,943	892,452	78.3
Partnership Deductible Subscriptions	7		7	0.0
Sponsored Subscriptions	224,839	35	224,874	19.7
<b>Total Paid Subscriptions</b>	<b>1,112,355</b>	<b>4,978</b>	<b>1,117,333</b>	<b>98.1</b>
<b>Verified Subscriptions</b>				
Public Place	2,001		2,001	0.2
Individual Use	19,840		19,840	1.7
<b>Total Verified Subscriptions</b>	<b>21,841</b>		<b>21,841</b>	<b>1.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,134,196</b>	<b>4,978</b>	<b>1,139,174</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
Single Issue		254	254	0.0
<b>Total Single Copy Sales</b>		<b>254</b>	<b>254</b>	<b>0.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,134,196</b>	<b>5,232</b>	<b>1,139,428</b>	<b>100.0</b>

### 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)		\$16.56	\$16.44
Average Subscription Price per Copy		\$1.38	\$1.37

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2019

(3) Based on the following issue per year frequency: 12

## 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
<b>Public Place</b>			
Hotels/Lodges	2,001		2,001
<b>Total Public Place Copies</b>	<b>2,001</b>		<b>2,001</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	19,840		19,840
<b>Total Individual Use Copies</b>	<b>19,840</b>		<b>19,840</b>

## 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: 2

**Renewal %:** Renewal of Paid subscriptions:

Total expirations during 12 months: 1,299,009

Total renewals of those expirations: 920,735

Renewals percentage: 70.9

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 109,193

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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