

Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

Annual Frequency: 12 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
1,236,261	298	1,236,559	1,300,000	-63,441

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			
Jul	1,220,516	7,047	1,227,563	21,410		21,410	1,248,973		321	321	1,241,926	7,368	1,249,294
Aug	1,213,346	6,835	1,220,181	22,810		22,810	1,242,991		247	247	1,236,156	7,082	1,243,238
Sep	1,206,881	6,770	1,213,651	33,605		33,605	1,247,256		266	266	1,240,486	7,036	1,247,522
Oct	1,207,604	6,692	1,214,296	32,095		32,095	1,246,391		265	265	1,239,699	6,957	1,246,656
Nov	1,181,904	6,561	1,188,465	8,520		8,520	1,196,985		376	376	1,190,424	6,937	1,197,361
Dec	1,198,149	6,505	1,204,654	30,320		30,320	1,234,974		310	310	1,228,469	6,815	1,235,284
Average	1,204,733	6,735	1,211,468	24,793		24,793	1,236,261		298	298	1,229,526	7,033	1,236,559

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	946,295	6,700	952,995	77.1
Partnership Deductible Subscriptions	9		9	0.0
Sponsored Subscriptions	258,429	35	258,464	20.9
Total Paid Subscriptions	1,204,733	6,735	1,211,468	98.0
Verified Subscriptions				
Public Place	2,243		2,243	0.2
Individual Use	22,550		22,550	1.8
Total Verified Subscriptions	24,793		24,793	2.0
Total Paid & Verified Subscriptions	1,229,526	6,735	1,236,261	100.0
Single Copy Sales				
Single Issue		298	298	0.0
Total Single Copy Sales		298	298	0.0
Total Paid & Verified Circulation	1,229,526	7,033	1,236,559	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	1,450,000	1,431,337	1,431,337		
6/30/2016	1,500,000	1,528,560	1,528,560		
6/30/2015	1,500,000	1,541,712	1,539,390	2,322	0.2

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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)		\$15.12	\$15.00
Average Subscription Price per Copy		\$1.26	\$1.25

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2018

(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
Public Place			
In-room Hotel/Lodging	2,243		2,243
Total Public Place Copies	2,243		2,243
Individual Use			
Individually Requested	22,550		22,550
Total Individual Use Copies	22,550		22,550

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: 9

Renewal %: Renewal of Paid subscriptions:
 Total expirations during 12 months: 1,369,132
 Total renewals of those expirations: 1,002,239
 Renewals percentage: 73.2

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 93,822

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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