

Annual Frequency: 12 times/year

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

Published by: Guideposts

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,303,037	108	1,303,145	1,300,000	3,145

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	
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	1,338,214	7,117	1,345,331	31,560		31,560	1,376,891		101	101	1,369,774	7,218	1,376,992
Feb	1,314,396	6,916	1,321,312	19,870		19,870	1,341,182		84	84	1,334,266	7,000	1,341,266
Mar	1,296,012	6,851	1,302,863	17,160		17,160	1,320,023		119	119	1,313,172	6,970	1,320,142
Apr	1,252,571	7,098	1,259,669	4,760		4,760	1,264,429		122	122	1,257,331	7,220	1,264,551
May	1,237,486	7,038	1,244,524	6,465		6,465	1,250,989		101	101	1,243,951	7,139	1,251,090
Jun	1,233,529	6,851	1,240,380	24,325		24,325	1,264,705		121	121	1,257,854	6,972	1,264,826
Average	1,278,701	6,979	1,285,680	17,357		17,357	1,303,037		108	108	1,296,058	7,087	1,303,145

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	985,006	6,944	991,950	76.1
Partnership Deductible Subscriptions	8		8	0.0
Sponsored Subscriptions	293,687	35	293,722	22.5
Total Paid Subscriptions	1,278,701	6,979	1,285,680	98.7
Verified Subscriptions				
Public Place	1,140		1,140	0.1
Individual Use	16,217		16,217	1.2
Total Verified Subscriptions	17,357		17,357	1.3
Total Paid & Verified Subscriptions	1,296,058	6,979	1,303,037	100.0
Single Copy Sales				
Single Issue		108	108	0.0
Total Single Copy Sales		108	108	0.0
Total Paid & Verified Circulation	1,296,058	7,087	1,303,145	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 Subscription	\$2.99		
Average Subscription Price Annualized (3)	\$16.94	\$15.00	\$14.88
Average Subscription Price per Copy		\$1.25	\$1.24

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

ADDITIONAL DATA IN WWW.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	1,140		1,140
Total Public Place Copies	1,140		1,140
Individual Use			
Individually Requested	16,217		16,217
Total Individual Use Copies	16,217		16,217

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: 45

Renewal %: Renewal of Paid subscriptions:

Total expirations during 12 months: 1,444,186

Total renewals of those expirations: 1,048,725

Renewals percentage: 72.6

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 111,921

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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