

## Publisher's Statement

6 months ended December 31, 2020, Subject to Audit

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Annual Frequency: 9 times/year

Field Served: TOWN & COUNTRY embodies the lifestyle and tastes of the affluent in America who have earned the luxury of choice. From fashion, design, and the home to travel, philanthropy, culture and wealth, monthly departments and features include all topics of interest and relevance to this consumer. One magazine, many subjects, one voice.

Published by Hearst Magazine Media

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
443,495	10,360	453,855	440,000	13,855

### 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			
Sep	392,310	60,893	453,203	9,313		9,313	462,516	10,992	94	11,086	412,615	60,987	473,602
Oct	384,301	53,314	437,615	3,940		3,940	441,555	11,000	74	11,074	399,241	53,388	452,629
Nov	377,842	55,091	432,933	10,929		10,929	443,862	10,000	81	10,081	398,771	55,172	453,943
Dec	375,279	40,366	415,645	10,403		10,403	426,048	9,000	200	9,200	394,682	40,566	435,248
<b>Average</b>	<b>382,433</b>	<b>52,416</b>	<b>434,849</b>	<b>8,646</b>		<b>8,646</b>	<b>443,495</b>	<b>10,248</b>	<b>112</b>	<b>10,360</b>	<b>401,327</b>	<b>52,528</b>	<b>453,855</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	342,071	37,388	379,459	83.6
Multi-Title Digital Programs		15,028	15,028	3.3
Partnership Deductible Subscriptions	26,173		26,173	5.8
Sponsored Subscriptions	14,189		14,189	3.1
<b>Total Paid Subscriptions</b>	<b>382,433</b>	<b>52,416</b>	<b>434,849</b>	<b>95.8</b>
<b>Verified Subscriptions</b>				
Public Place	7,659		7,659	1.7
Individual Use	987		987	0.2
<b>Total Verified Subscriptions</b>	<b>8,646</b>		<b>8,646</b>	<b>1.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>391,079</b>	<b>52,416</b>	<b>443,495</b>	<b>97.7</b>
<b>Single Copy Sales</b>				
Single Issue	10,248	112	10,360	2.3
<b>Total Single Copy Sales</b>	<b>10,248</b>	<b>112</b>	<b>10,360</b>	<b>2.3</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>401,327</b>	<b>52,528</b>	<b>453,855</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	475,000	488,611	488,611		
6/30/2018	475,000	490,633	490,633		
6/30/2017	475,000	484,020	484,020		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$15.00		
Average Subscription Price Annualized (3)		\$10.80	
Average Subscription Price per Copy		\$1.20	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2020

(3) Based on the following issue per year frequency: 9

## 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	4,284		4,284
Personal Care Salons	3,375		3,375
<b>Total Public Place Copies</b>	<b>7,659</b>		<b>7,659</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	987		987
<b>Total Individual Use Copies</b>	<b>987</b>		<b>987</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: 51,509

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 25,016

### Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Apple News	15,028	15,028	2.0	29,606

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.

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