



Town&Country

Annual Frequency: 10 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 Communications

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
464,330	23,495	487,825	475,000	12,825

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	422,300	15,307	437,607	23,850		23,850	461,457	22,000	230	22,230	468,150	15,537	483,687
Mar	426,606	14,222	440,828	20,142		20,142	460,970	20,500	164	20,664	467,248	14,386	481,634
Apr	427,731	16,857	444,588	23,411		23,411	467,999	22,000	217	22,217	473,142	17,074	490,216
May	424,288	20,722	445,010	23,360		23,360	468,370	24,000	165	24,165	471,648	20,887	492,535
Jun/Jul	422,256	20,600	442,856	19,999		19,999	462,855	28,000	200	28,200	470,255	20,800	491,055
Average	424,636	17,542	442,178	22,152		22,152	464,330	23,300	195	23,495	470,088	17,737	487,825

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	415,571	10,822	426,393	87.4
Multi-Title Digital Programs		6,720	6,720	1.4
Sponsored Subscriptions	9,065		9,065	1.9
Total Paid Subscriptions	424,636	17,542	442,178	90.6
Verified Subscriptions				
Public Place	18,610		18,610	3.8
Individual Use	3,542		3,542	0.7
Total Verified Subscriptions	22,152		22,152	4.5
Total Paid & Verified Subscriptions	446,788	17,542	464,330	95.2
Single Copy Sales				
Single Issue	23,300	195	23,495	4.8
Total Single Copy Sales	23,300	195	23,495	4.8
Total Paid & Verified Circulation	470,088	17,737	487,825	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	475,000	483,793	482,957	836	0.2
6/30/2015	475,000	480,247	481,633	-1,386	-0.3
6/30/2014	463,636	474,574	474,841	-267	-0.1

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$30.00	\$14.60	
Average Subscription Price per Copy		\$1.46	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 10

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			
Fitness/Recreational Facilities	4,920		4,920
Hotels/Lodges	9,447		9,447
Specialty Locations/Retail	1,200		1,200
Transportation Outlets	3,043		3,043
Total Public Place	18,610		18,610
Individual Use			
Ordered/Payment Not Received	3,542		3,542
Total Individual Use	3,542		3,542

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%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

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
Texture	6,720	6,720	2.5	16,542

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 11,726

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 47,364

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: Hearst Communications, Inc.

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