

Publisher's Statement

6 months ended June 30, 2021, 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
431,695	11,380	443,075	425,000	18,075

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	366,184	69,069	435,253	14,083		14,083	449,336	10,000	68	10,068	390,267	69,137	459,404
Mar	362,069	52,546	414,615	14,226		14,226	428,841	12,238	77	12,315	388,533	52,623	441,156
Apr	363,721	50,377	414,098	14,171		14,171	428,269	12,000	62	12,062	389,892	50,439	440,331
May	361,569	42,641	404,210	16,125		16,125	420,335	11,000	73	11,073	388,694	42,714	431,408
Average	363,386	53,658	417,044	14,651		14,651	431,695	11,310	70	11,380	389,347	53,728	443,075

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	322,078	32,247	354,325	80.0
Multi-Title Digital Programs		21,411	21,411	4.8
Partnership Deductible Subscriptions	25,906		25,906	5.8
Sponsored Subscriptions	15,402		15,402	3.5
Total Paid Subscriptions	363,386	53,658	417,044	94.1
Verified Subscriptions				
Public Place	13,746		13,746	3.1
Individual Use	905		905	0.2
Total Verified Subscriptions	14,651		14,651	3.3
Total Paid & Verified Subscriptions	378,037	53,658	431,695	97.4
Single Copy Sales				
Single Issue	11,310	70	11,380	2.6
Total Single Copy Sales	11,310	70	11,380	2.6
Total Paid & Verified Circulation	389,347	53,728	443,075	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	475,000	482,380	482,380		
6/30/2019	475,000	488,611	488,611		
6/30/2018	475,000	490,633	490,633		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$15.00	\$13.59	
Average Subscription Price per Copy		\$1.51	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 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
Public Place			
Hotels/Lodges	2,746		2,746
Personal Care Salons	11,000		11,000
Total Public Place Copies	13,746		13,746
Individual Use			
Ordered/Payment Not Received	905		905
Total Individual Use Copies	905		905

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: 68,763

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 31,780

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	21,411	21,411	1.8	38,969

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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