

## Publisher's Statement

6 months ended June 30, 2022, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

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
418,046	13,335	431,381	425,000	6,381

### 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	354,866	64,800	419,666	16,444		16,444	436,110	13,000	94	13,094	384,310	64,894	449,204
Mar	358,765	33,749	392,514	16,438		16,438	408,952	13,000	64	13,064	388,203	33,813	422,016
Apr	357,756	38,099	395,855	16,445		16,445	412,300	13,000	80	13,080	387,201	38,179	425,380
May	348,737	49,569	398,306	16,515		16,515	414,821	14,000	100	14,100	379,252	49,669	428,921
<b>Average</b>	<b>355,031</b>	<b>46,554</b>	<b>401,585</b>	<b>16,461</b>		<b>16,461</b>	<b>418,046</b>	<b>13,250</b>	<b>85</b>	<b>13,335</b>	<b>384,742</b>	<b>46,639</b>	<b>431,381</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	332,000	26,499	358,499	83.1
Membership	3,083		3,083	0.7
Multi-Title Digital Programs		20,055	20,055	4.6
Partnership Deductible Subscriptions	12,482		12,482	2.9
Sponsored Subscriptions	7,466		7,466	1.7
<b>Total Paid Subscriptions</b>	<b>355,031</b>	<b>46,554</b>	<b>401,585</b>	<b>93.1</b>
<b>Verified Subscriptions</b>				
Public Place	15,688		15,688	3.6
Individual Use	773		773	0.2
<b>Total Verified Subscriptions</b>	<b>16,461</b>		<b>16,461</b>	<b>3.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>371,492</b>	<b>46,554</b>	<b>418,046</b>	<b>96.9</b>
<b>Single Copy Sales</b>				
Single Issue	13,250	85	13,335	3.1
<b>Total Single Copy Sales</b>	<b>13,250</b>	<b>85</b>	<b>13,335</b>	<b>3.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>384,742</b>	<b>46,639</b>	<b>431,381</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
6/30/2021	432,500	448,465	448,465		
6/30/2020	475,000	482,380	482,380		
6/30/2019	475,000	488,611	488,611		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$8.37
Average Subscription Price per Copy		\$0.93

(1) Represents subscriptions for the 6 month period ended June 30, 2022

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

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Rate Base by Issue  
 Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Personal Care	15,688		15,688
<b>Total Public Place Copies</b>	<b>15,688</b>		<b>15,688</b>
<b>Individual Use</b>			
Individually Requested	773		773
<b>Total Individual Use Copies</b>	<b>773</b>		<b>773</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: 98,930

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 65,500

**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	20,055	20,055	2.0	39,709

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 Magazine Media, Inc.  
 Town & Country, published by Hearst Magazine Media \* 300 W. 57th Street \* New York, NY 10019

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