

Publisher's Statement

6 months ended June 30, 2023, 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
441,949	16,059	458,008	425,000	33,008

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	345,569	97,836	443,405	10,960	2,204	13,164	456,569	9,000	65	9,065	365,529	100,105	465,634
Mar	344,069	66,849	410,918	12,760	1,972	14,732	425,650	10,000	60	10,060	366,829	68,881	435,710
Apr	337,786	58,607	396,393	5,752	1,858	7,610	404,003	22,000	45	22,045	365,538	60,510	426,048
May	337,259	136,348	473,607	5,678	2,286	7,964	481,571	23,000	65	23,065	365,937	138,699	504,636
Average	341,171	89,910	431,081	8,788	2,080	10,868	441,949	16,000	59	16,059	365,959	92,049	458,008

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	311,831	38,519	350,350	76.5
Membership	7,869		7,869	1.7
Multi-Title Digital Programs		51,391	51,391	11.2
Partnership Deductible Subscriptions	10,403		10,403	2.3
Sponsored Subscriptions	11,068		11,068	2.4
Total Paid Subscriptions	341,171	89,910	431,081	94.1
Verified Subscriptions				
Public Place	7,995		7,995	1.7
Individual Use	793	2,080	2,873	0.6
Total Verified Subscriptions	8,788	2,080	10,868	2.4
Total Paid & Verified Subscriptions	349,959	91,990	441,949	96.5
Single Copy Sales				
Single Issue	10,000	59	10,059	2.2
Sponsored Single Issue	6,000		6,000	1.3
Total Single Copy Sales	16,000	59	16,059	3.5
Total Paid & Verified Circulation	365,959	92,049	458,008	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	432,500	448,465	448,465		
6/30/2020	475,000	482,380	482,380		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$15.00	
Average Subscription Price Annualized (2)		\$17.64
Average Subscription Price per Copy		\$1.96

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(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
Public Place			
Personal Care	7,995		7,995
Total Public Place Copies	7,995		7,995
Individual Use			
Individually Requested	793	2,080	2,873
Total Individual Use Copies	793	2,080	2,873

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: 99,687

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,818

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	49,380	49,380	1.8	86,539
Readly	865	865	1.8	1,600
Kindle Unlimited	1,146	1,146	2.5	2,914

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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