

Annual Frequency: 12 times/year

Field Served: PARENTS - the magazine mothers with young children turn to for the guidance and information needed to raise happy, healthy, well-adjusted children.

Published by Meredith Corporation

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
2,076,626	1,464	2,078,090	145,000	2,223,090	2,200,000	23,090

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	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
Jan	1,931,807	57,322	1,989,129	91,663		91,663	2,080,792	2,000	159	2,159	2,025,470	57,481	2,082,951	145,000		145,000	2,170,470	57,481	2,227,951
Feb	1,926,399	58,979	1,985,378	91,663		91,663	2,077,041	1,000	115	1,115	2,019,062	59,094	2,078,156	145,000		145,000	2,164,062	59,094	2,223,156
Mar	1,926,169	60,160	1,986,329	91,663		91,663	2,077,992	1,000	139	1,139	2,018,832	60,299	2,079,131	145,000		145,000	2,163,832	60,299	2,224,131
Apr	1,920,994	60,337	1,981,331	91,663		91,663	2,072,994	2,000	115	2,115	2,014,657	60,452	2,075,109	145,000		145,000	2,159,657	60,452	2,220,109
May	1,928,618	58,812	1,987,430	91,663		91,663	2,079,093	1,000	117	1,117	2,021,281	58,929	2,080,210	145,000		145,000	2,166,281	58,929	2,225,210
Jun	1,922,166	58,014	1,980,180	91,663		91,663	2,071,843	1,000	143	1,143	2,014,829	58,157	2,072,986	145,000		145,000	2,159,829	58,157	2,217,986
Average	1,926,026	58,937	1,984,963	91,663		91,663	2,076,626	1,333	131	1,464	2,019,022	59,068	2,078,090	145,000		145,000	2,164,022	59,068	2,223,090

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	991,531	49,796	1,041,327	46.8
Multi-Title Digital Programs		9,140	9,140	0.4
Partnership Deductible Subscriptions	629,879	1	629,880	28.3
Sponsored Subscriptions	304,616		304,616	13.7
Total Paid Subscriptions	1,926,026	58,937	1,984,963	89.3
Verified Subscriptions				
Public Place	90,000		90,000	4.0
Individual Use	1,663		1,663	0.1
Total Verified Subscriptions	91,663		91,663	4.1
Total Paid & Verified Subscriptions	2,017,689	58,937	2,076,626	93.4
Single Copy Sales				
Single Issue	1,333	131	1,464	0.1
Total Single Copy Sales	1,333	131	1,464	0.1
Total Paid & Verified Circulation	2,019,022	59,068	2,078,090	93.5
Analyzed Nonpaid				
List	145,000		145,000	6.5
Total Analyzed Nonpaid	145,000		145,000	6.5
Total Circulation	2,164,022	59,068	2,223,090	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	2,200,000	2,208,264	2,208,264		
6/30/2014	2,200,000	2,216,184	2,216,184		
6/30/2013	2,200,000	2,207,835	2,208,716	-881	

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

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.50		
Subscription	\$15.98		
Average Subscription Price Annualized (3)		\$4.52	
Average Subscription Price per Copy		\$0.38	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN WWW.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			
Business/Professional Services	273		273
Doctor/Health Care Providers	41,874		41,874
Education/Learning Facilities	2,561		2,561
Fitness/Recreational Facilities	783		783
Personal Care Salons	44,509		44,509
Total Public Place	90,000		90,000
Individual Use			
Ordered/Payment Not Received	1,663		1,663
Total Individual Use	1,663		1,663

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.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

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.

List Source: Copies served to names obtained from these nonpaid lists to physicians in the fields of Pediatrics and Obstetrics/Gynecology.

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	9,140	2,954	2.9	8,685

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 63,605

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,336

Definition of List Source Recipients: Recipients are physicians in the fields of Pediatrics and Obstetrics/Gynecology.

Method of Circulation for Analyzed Nonpaid: By mail to individual recipients and physicians' offices.

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: Meredith Corporation

PARENTS, published by Meredith Corporation • 805 Third Ave • New York, NY 10022

JON MACARTHY
 Executive Director, Consumer Marketing
 P: 212.499.2000 • URL: www.parents.com
 Established: 1926

JEFF WELLINGTON
 VP/Group Publisher Parents Network
 AAM Member since: 1927