



Parents

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, 2017, 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
2,062,866	979	2,063,845	145,000	2,208,845	2,200,000	8,845

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	1,863,602	127,020	1,990,622	90,767		90,767	2,081,389	1,079	79	1,158	1,955,448	127,099	2,082,547	145,000		145,000	2,100,448	127,099	2,227,547
Feb	1,827,230	141,684	1,968,914	90,767		90,767	2,059,681	829	76	905	1,918,826	141,760	2,060,586	145,000		145,000	2,063,826	141,760	2,205,586
Mar	1,828,446	139,007	1,967,453	90,767		90,767	2,058,220	1,000	62	1,062	1,920,213	139,069	2,059,282	145,000		145,000	2,065,213	139,069	2,204,282
Apr	1,830,214	137,464	1,967,678	90,767		90,767	2,058,445	857	74	931	1,921,838	137,538	2,059,376	145,000		145,000	2,066,838	137,538	2,204,376
May	1,829,090	141,367	1,970,457	90,767		90,767	2,061,224	834	52	886	1,920,691	141,419	2,062,110	145,000		145,000	2,065,691	141,419	2,207,110
Jun	1,827,861	139,609	1,967,470	90,767		90,767	2,058,237	855	78	933	1,919,483	139,687	2,059,170	145,000		145,000	2,064,483	139,687	2,204,170
Average	1,834,407	137,692	1,972,099	90,767		90,767	2,062,866	909	70	979	1,926,083	137,762	2,063,845	145,000		145,000	2,071,083	137,762	2,208,845

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	1,071,107	60,395	1,131,502	51.2
Multi-Title Digital Programs		2,506	2,506	0.1
Partnership Deductible Subscriptions	616,052	74,791	690,843	31.3
Sponsored Subscriptions	147,248		147,248	6.7
Total Paid Subscriptions	1,834,407	137,692	1,972,099	89.3
Verified Subscriptions				
Public Place	90,000		90,000	4.1
Individual Use	767		767	0.0
Total Verified Subscriptions	90,767		90,767	4.1
Total Paid & Verified Subscriptions	1,925,174	137,692	2,062,866	93.4
Single Copy Sales				
Single Issue	909	70	979	0.0
Total Single Copy Sales	909	70	979	0.0
Total Paid & Verified Circulation	1,926,083	137,762	2,063,845	93.4
Analyzed Nonpaid				
List	145,000		145,000	6.6
Total Analyzed Nonpaid	145,000		145,000	6.6
Total Circulation	2,071,083	137,762	2,208,845	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	2,200,000	2,220,206	2,220,206		
6/30/2015	2,200,000	2,208,264	2,208,264		
6/30/2014	2,200,000	2,216,184	2,216,184		

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)		\$5.28	
Average Subscription Price per Copy		\$0.44	

- (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: 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	268		268
Doctor/Health Care Providers	50,052		50,052
Education/Learning Facilities	2,431		2,431
Fitness/Recreational Facilities	720		720
Personal Care Salons	36,529		36,529
Total Public Place	90,000		90,000
Individual Use			
Ordered/Payment Not Received	767		767
Total Individual Use	767		767

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	2,506	2,506	2.4	6,014

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 18,643

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 9,166

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.

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