



**Alliance for Audited Media**  
TRANSACTION WITH TRUST

# Prototype Magazine

Annual Frequency: 10 times/year

Field Served: Consumers interested in healthy living.

Published by Magazine Inc.

## Publisher's Statement

6 months ended June 30, 2022, Subject to Audit

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

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid Bulk	Total Circulation	Rate Base	Variance to Rate Base
760,435	48,550	808,985	1,550	810,535	802,000	8,535

### 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 Bulk			Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Bulk 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 Bulk			
Jan	632,381	70,000	702,381	61,300	1,025	62,325	764,706	49,825	2,000	51,825	743,506	73,025	816,531	1,550	1,550	745,056	73,025	818,081	
Feb	631,848	70,000	701,848	58,300	1,000	59,300	761,148	44,750	2,000	46,750	734,898	73,000	807,898	1,550	1,550	736,448	73,000	809,448	
Mar	629,100	70,000	699,100	58,255	1,000	59,255	758,355	46,375	2,000	48,375	733,730	73,000	806,730	1,550	1,550	735,280	73,000	808,280	
Apr	626,899	70,000	696,899	59,000	1,000	60,000	756,899	46,375	2,000	48,375	732,274	73,000	805,274	1,550	1,550	733,824	73,000	806,824	
May/Jun	630,818	70,000	700,818	59,250	1,000	60,250	761,068	45,425	2,000	47,425	735,493	73,000	808,493	1,550	1,550	737,043	73,000	810,043	
<b>Average</b>	<b>630,209</b>	<b>70,000</b>	<b>700,209</b>	<b>59,221</b>	<b>1,005</b>	<b>60,226</b>	<b>760,435</b>	<b>46,550</b>	<b>2,000</b>	<b>48,550</b>	<b>735,980</b>	<b>73,005</b>	<b>808,985</b>	<b>1,550</b>	<b>1,550</b>	<b>737,530</b>	<b>73,005</b>	<b>810,535</b>	

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	546,895	57,800	604,695	74.6
Membership	14,119		14,119	1.7
Multi-Title Digital Program		1,200	1,200	0.1
Partnership Deductible Subscriptions	48,210	1,000	49,210	6.1
Sponsored Subscriptions	20,985	10,000	30,985	3.8
<b>Total Paid Subscriptions</b>	<b>630,209</b>	<b>70,000</b>	<b>700,209</b>	<b>86.4</b>
<b>Verified Subscriptions</b>				
Public Place	50,500		50,500	6.2
Individual Use	8,721	1,005	9,726	1.2
<b>Total Verified Subscriptions</b>	<b>59,221</b>	<b>1,005</b>	<b>60,226</b>	<b>7.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>689,430</b>	<b>71,005</b>	<b>760,435</b>	<b>93.8</b>
<b>Single Copy Sales</b>				
Single Issue	43,420	2,000	45,420	5.6
Partnership Deductible Single Issue	1,000		1,000	0.1
Sponsored Single Issue	2,130		2,130	0.3
<b>Total Single Copy Sales</b>	<b>46,550</b>	<b>2,000</b>	<b>48,550</b>	<b>6.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>735,980</b>	<b>73,005</b>	<b>808,985</b>	<b>99.8</b>
<b>Analyzed Nonpaid Bulk</b>				
Nonpaid Bulk	1,550		1,550	0.2
<b>Total Circulation</b>	<b>737,530</b>	<b>73,005</b>	<b>810,535</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
12/31/2021	800,000	802,392	802,392		
12/31/2020	775,000	775,647	774,623	1,024	0.1
12/31/2019	700,000	705,825	706,250	-425	-0.0

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### PRICES

	Suggested Retail Prices	Average Price (1)
Single Copy	\$3.95	
Subscription	\$24.95	
Average Subscription Price Annualized (2)		\$15.80
Average Subscription Price per Copy		\$1.58

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

(2) Based on the following issues per year frequency: 10

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

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

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,500

(Prototype does not reflect all disclosures, additional disclosures as required will also appear)

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Personal Care	14,500		14,500
Medical/Dental	11,500		11,500
Other Public Place	24,500		24,500
<b>Total Public Place</b>	<b>50,500</b>		<b>50,500</b>
<b>Individual Use</b>			
Individually Requested	2,921	1,005	3,926
Other Individually Addressed	5,800		5,800
<b>Total Individual Use</b>	<b>8,721</b>	<b>1,005</b>	<b>9,726</b>

**RATE BASE**

Rate base shown in Executive Summary is for combined paid and verified & analyzed nonpaid bulk circulation.

Rate Base Change(s):  
 800,000 through April 2022  
 810,000 starting May 2022

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:  
 PUB NAME, published by Publisher Address City, ST ZIP

NAME  
 Director

NAME  
 Publisher

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Established: AAM Member since: