



Prototype Magazine

Annual Frequency: 12

Field Served: Consumers interested in healthy living.

Published by Magazine Inc.

Publisher's Statement

6 months ended December 31, 2015, 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
47,670	4,820	52,490	3,280	55,770	54,200	1,570

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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			
July	45,000	4,000	49,000	2,200	200	2,400	47,200	4,200	51,400	5,500	500	6,000	52,700	4,700	57,400	3,000		3,000	55,700	4,700	60,400
Aug.	41,000	4,000	45,000	1,800	200	2,000	42,800	4,200	47,000	3,500	500	4,000	46,300	4,700	51,000	3,000		3,000	49,300	4,700	54,000
* Sept.	42,000		42,000	1,000		1,000	43,000		43,000	3,000		3,000	46,000		46,000	3,000		3,000	49,000		49,000
Oct.	40,000	4,000	44,000	2,000	150	2,150	42,000	4,150	46,150	3,500	500	4,000	45,500	4,650	50,150	3,000	1,200	4,200	48,500	5,850	54,350
Nov.	41,000	4,000	45,000	2,200	100	2,400	43,200	4,100	47,300	4,500	500	5,000	47,700	4,600	52,300	3,000		3,000	50,700	4,600	55,300
Dec.	40,500	4,000	44,500	1,800	200	2,000	42,300	4,200	46,500	4,600	500	5,100	46,900	4,700	51,600	3,000	200	3,200	49,900	4,900	54,800
Average	41,500	4,000	45,500	2,000	170	2,190	43,500	4,170	47,670	4,320	500	4,820	47,820	4,670	52,490	3,000	280	3,280	50,820	4,950	55,770

PRICES

	Suggested Retail Prices (1)
Average Single Copy	\$3.95
Subscription	\$24.95

(1) For statement period

RATE BASE

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

Rate Base Change(s):
52,000 through November 2015
55,000 starting December 2015

Additional Rate Bases:
Paid and Verified: 52,000
Analyzed Nonpaid: 3,000

Rate Base Notes:
Rate base excluding feature issues: 52,750.
Feature issues with higher/lower rate bases: July 2015 rate base 60,000.
Special issues with higher/lower rate bases: September 2015 rate base 45,000.

NOTES

Included in Paid Circulation are copies obtained through individual subscriptions, sponsorship sale subscriptions and single copy sales.

Included in Verified Circulation are copies distributed to individually addressed.

Included in Analyzed Nonpaid Circulation are copies of list, market coverage and nonpaid bulk.

*Special issue circulation not included in averages.

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
T: 000.000.1000 • F: 000.000.0000
URL: www.
Established:

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