



Publisher's Statement

6 months ended December 31, 2015, Subject to Audit

Prototype Magazine

Annual Frequency: 10

Field Served: Consumers interested in healthy living.

Published by Magazine Inc.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Analyzed Nonpaid Circulation	Rate Base	Variance to Rate Base
808,686	806,250	2,436

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Analyzed Nonpaid		
List		
Market Coverage		
Nonpaid Bulk	808,686	100.0
Delivered with Host Product		
Total Analyzed Nonpaid	808,686	100.0

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

RATE BASE

Rate base shown in Executive Summary is for analyzed nonpaid circulation.

Rate Base Change(s):
800,000 through October 2015
810,000 starting November/December 2015

Rate Base Notes:
Rate base excluding feature issues: 803,333.
Feature issues with higher/lower rate bases: July 2015 rate base 815,000.
Special issues with higher/lower rate bases: September 2015 rate base 725,000.

TOTAL CIRCULATION BY ISSUE

Issue	Print
	Analyzed Nonpaid
July	815,183
Aug.	806,449
* Sept.	732,536
Oct.	806,501
Nov./Dec.	806,609
Average	808,686

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2014	800,000	802,392	802,392		
12/31/2013	775,000	775,647	774,623	1,024	0.1
12/31/2012	700,000	705,825	706,250	-425	-0.0

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

NOTES

Average nonanalyzed nonpaid for period: 9,500

*Special issue circulation not included in averages.

(Additional disclosures as required will also appear.)

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:

NAME
Publisher
Sales Offices:
AAM Member since: