

PROTOTYPE FASHION

Anytown, Illinois 60000

AUDIT REPORT Magazine

Field Served: Fashion Enthusiasts.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2015:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid & Verified Circulation:				
Subscriptions:				
Paid				
Print	33,551	33,797	-246	-0.7
Digital Issue	1,000	1,000		
Total Paid Subscriptions	34,551	34,797	-246	-0.7
Verified	3,000	3,000		
Total Paid & Verified Subscriptions	37,551	37,797	-246	-0.7
Single Copy Sales				
Print	6,230	6,541	-311	-4.8
Digital Issue	1,000	1,000		
Total Single Copy Sales	7,230	7,541	-311	-4.1
Total Paid & Verified Circulation	44,781	45,338	-557	-1.2
Rate Base	None Claimed			
Variance to Rate Base				

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$25.99		
Average Subscription Price Annualized (6 issue frequency)		\$18.00	
Average Subscription Price per Copy		\$3.00	

(1) For the Report period

(2) Represents subscriptions for the 12 months June 30, 2015.

TOTAL CIRCULATION BY ISSUE

	Total Paid and Verified Circulation							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2015 Issue								
Jan./Feb.	46,839	2,000	48,839	46,696	2,000	48,696	143	0.3
Mar./Apr.	41,028	2,000	43,028	41,576	2,000	43,576	-5481	-1.3
May/June	38,756	2,000	40,756	39,682	2,000	41,682	-926	-2.2
July/Aug.	46,789	2,000	48,789	47,307	2,000	49,307	-558	-1.1
Sept./Oct.	42,879	2,000	44,879	43,921	2,000	45,921	-1,042	-2.3
Nov./Dec.	40,432	2,000	42,432	40,843	2,000	42,843	-411	-1.0
Average	42,781	2,000	44,781	43,338	2,000	45,338	-557	-1.2

	Total Paid and Verified Subscriptions							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2015 Issue								
Jan./Feb.	38,409	1,000	39,409	38,260	1,000	39,260	149	0.4
Mar./Apr.	35,137	1,000	36,137	35,100	1,000	36,100	37	0.1
May/June	33,384	1,000	34,384	33,342	1,000	34,342	42	0.1
July/Aug.	39,550	1,000	40,550	40,077	1,000	41,077	-527	-1.3
Sept./Oct.	37,742	1,000	38,742	38,731	1,000	39,731	-989	-2.5
Nov./Dec.	35,083	1,000	36,083	35,271	1,000	36,271	-188	-0.5
Average	36,551	1,000	37,551	36,797	1,000	37,797	-246	-0.7

	Paid Subscriptions							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2015 Issue								
Jan./Feb.	35,409	1,000	36,409	35,260	1,000	36,260	149	0.4
Mar./Apr.	32,137	1,000	33,137	32,100	1,000	33,100	37	0.1
May/June	30,384	1,000	31,384	30,342	1,000	31,342	42	0.1
July/Aug.	36,550	1,000	37,550	37,077	1,000	38,077	-527	-1.4
Sept./Oct.	34,742	1,000	35,742	35,731	1,000	36,731	-989	-2.7
Nov./Dec.	32,083	1,000	33,083	32,271	1,000	33,271	-188	-0.6
Average	33,551	1,000	34,551	33,797	1,000	34,797	-246	-0.7

	Verified Subscriptions							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2015 Issue								
Jan./Feb.	3,000		3,000	3,000		3,000		
Mar./Apr.	3,000		3,000	3,000		3,000		
May/June	3,000		3,000	3,000		3,000		
July/Aug.	3,000		3,000	3,000		3,000		
Sept./Oct.	3,000		3,000	3,000		3,000		
Nov./Dec.	3,000		3,000	3,000		3,000		
Average	3,000		3,000	3,000		3,000		

	Single Copy Sales							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2015 Issue								
Jan./Feb.	8,430	1,000	9,430	8,436	1,000	9,436	-6	-0.1
Mar./Apr.	5,891	1,000	6,891	6,476	1,000	7,476	-585	-7.8
May/June	5,372	1,000	6,372	6,340	1,000	7,340	-968	-13.2
July/Aug.	7,199	1,000	8,199	7,230	1,000	8,230	-31	-0.4
Sept./Oct.	5,137	1,000	6,137	5,190	1,000	6,190	-53	-0.9
Nov./Dec.	5,349	1,000	6,349	5,572	1,000	6,572	-223	-3.4
Average	6,230	1,000	7,230	6,541	1,000	7,541	-311	-4.1

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	PRINT				DIGITAL ISSUE				TOTAL			
	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS												
Individual Subscriptions*	33,551	33,797	-246	-0.7	1,000	1,000			34,551	34,797	-246	-0.7
TOTAL PAID SUBSCRIPTIONS	33,551	33,797	-246	-0.7	1,000	1,000			34,551	34,797	-246	-0.7
VERIFIED SUBSCRIPTIONS												
Public Place	3,000	3,000							3,000	3,000		
TOTAL VERIFIED SUBSCRIPTIONS	3,000	3,000							3,000	3,000		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	36,551	36,797	-246	-0.7	1,000	1,000			37,551	37,797	-246	-0.7
SINGLE COPY SALES												
Single Issue Sales	6,230	6,541	-311	-4.8	1,000	1,000			7,230	7,541	-311	-4.1
TOTAL SINGLE COPY SALES	6,230	6,541	-311	-4.8	1,000	1,000			7,230	7,541	-311	-4.1
TOTAL PAID & VERIFIED CIRCULATION	42,781	43,338	-557	-1.3	2,000	2,000			44,781	45,338	-557	-1.2

*Included in Average Price calculation

ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the report period to the following public areas:

Verified Subscription:	Doctor/Healthcare Providers	Hotels/Lodges	Public Place Other	Total Public Place Copies
Public Place	2,303	697		3,000

ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

None of record

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 557 copies per issue deduction.

RATE BASE

Note for all prototypes - The rate base section will only appear in audit if data is present and was included in the Publisher's Statement.

NOTES (Additional disclosures as required will also appear.)

Average nonanalyzed nonpaid circulation for the period: 1,000

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,604

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Trend Analysis

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid and verified circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and verified circulation.

Alliance for Audited Media