



Prototype Magazine

Annual Frequency: 10

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 Circulation	Rate Base	Variance to Rate Base
758,987	49,699	808,686	806,250	2,436

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
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
July	630,818	70,000	700,818	59,000	1,000	60,000	760,818	52,365	2,000	54,365	742,183	73,000	815,183
Aug.	631,848	70,000	701,848	57,000	1,000	58,000	759,848	44,601	2,000	46,601	733,449	73,000	806,449
* Sept.	629,100		629,100	57,000		57,000	686,100	46,436		46,436	732,536		732,536
Oct.	626,899	70,000	696,899	57,000	1,000	58,000	754,899	49,602	2,000	51,602	733,501	73,000	806,501
Nov./Dec.	632,381	70,000	702,381	57,000	1,000	58,000	760,381	44,228	2,000	46,228	733,609	73,000	806,609
Average	630,487	70,000	700,487	57,500	1,000	58,500	758,987	47,699	2,000	49,699	735,686	73,000	808,686

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	545,973	59,000	604,973	74.8
Association: Deductible	2,001		2,001	0.3
Association: Nondeductible	1,003		1,003	0.1
Club/Membership: Deductible	10,114		10,114	1.3
Club/Membership: Nondeductible	1,001		1,001	0.1
Deferred	1,200		1,200	0.1
Partnership Deductible Subscriptions	48,210	1,000	49,210	6.1
School	1,000		1,000	0.1
Sponsored Subscriptions	19,985	10,000	29,985	3.7
Total Paid Subscriptions	630,487	70,000	700,487	86.6
Verified Subscriptions				
Public Place	50,500		50,500	6.2
Individual Use	7,000	1,000	8,000	1
Total Verified Subscriptions	57,500	1,000	58,500	7.2
Total Paid & Verified Subscriptions	687,987	71,000	758,987	93.8
Single Copy Sales				
Single Issue	46,091	2,000	48,091	6.0
Partnership Deductible Single Issue				
Sponsored Single Issue	1,608		1,608	0.2
Total Single Copy Sales	47,699	2,000	49,699	6.0
Total Paid & Verified Circulation	735,686	73,000	808,686	100.0

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.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.95		
Subscription	\$24.95		
Average Subscription Price Annualized (3)		\$15.80	\$21.00
Average Subscription Price per Copy		\$1.58	\$2.10

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2015

(3) Based on the following issue per year frequency: 10

04-0000-0

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 AVERAGE VERIFIED

	Print	Digital Issue	Total
Public Place			
Personal Care Salons	14,500		14,500
Doctor/Health Care Providers	12,000		12,000
Fitness/Recreational Facilities	10,500		10,500
Hotels/Lodges	7,500		7,500
Automotive Outlets	3,500		3,500
Public Place Other	2,500		2,500
Total Public Place	50,500		50,500
Individual Use			
Individually Requested	1,200	1,000	2,200
Ordered/Payment Not Received	2,300		2,300
List	2,500		2,500
Trade Show Attendees	1,000		1,000
Individual Use Other			
Total Individual Use	7,000	1,000	8,000

RATE BASE

Rate base shown in Executive Summary is for paid and verified 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.

NOTES

Award Point Subscriptions: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points: 10,450

Combination Subscriptions: Included in Paid Subscriptions Individual are copies served to subscribers who purchased this publication in combination with one or more different publications.

Partnership Deductible: These copies shown in Supplemental Analysis of Average Circulation represent copies served where the subscription was included in purchases of other products or services. The consumer could receive a rebate instead of the subscription.

Sponsored Subscriptions: These copies shown in Supplemental Analysis of Average Circulation represent copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Association: Deductible: These copies shown in Paid Subscriptions represent copies served where the subscription was included in the dues of an association. The subscription was deductible from dues.

Post Expiration Copies: Included in Paid Subscriptions is the following average number of copies served to subscribers post expiration pending renewal: 3,700

Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as single copy sales based on consumer payment for the program and consumer's request for a specific magazine. Included in Single Copy Sales Digital is the following average copies per issue from this program: 1,500

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

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 Director
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