

**Publisher's Statement**

6 months ended June 30, 2016, 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 Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
758,209	48,028	806,237	800,000	9,237

**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			
Jan.	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
Feb.	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
Mar.	629,100	70,000	699,100	57,000	1,000	58,000	757,100	46,436	2,000	48,436	732,536	73,000	805,536
Apr.	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
May/June	630,818	70,000	700,818	57,000	1,000	58,000	758,818	45,273	2,000	47,273	733,091	73,000	806,091
Average	630,209	70,000	700,209	57,000	1,000	58,000	758,209	46,028	2,000	48,028	733,237	73,000	806,237

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	545,695	59,000	604,695	74.7
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
Multi-Title Digital Program		9,000	9,000	1.1
Partnership Deductible Subscriptions	48,210	1,000	49,210	6.1
School	1,000		1,000	0.1
Sponsored Subscriptions	19,985	1,000	20,985	2.6
<b>Total Paid Subscriptions</b>	<b>630,209</b>	<b>70,000</b>	<b>700,209</b>	<b>86.5</b>
<b>Verified Subscriptions</b>				
Public Place	50,000		50,000	6.2
Individual Use	7,000	1,000	8,000	1
<b>Total Verified Subscriptions</b>	<b>57,000</b>	<b>1,000</b>	<b>58,000</b>	<b>7.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>687,209</b>	<b>71,000</b>	<b>758,209</b>	<b>93.7</b>
<b>Single Copy Sales</b>				
Single Issue	44,420	2,000	46,420	5.8
Partnership Deductible Single Issue				
Sponsored Single Issue	1,608		1,608	0.2
<b>Total Single Copy Sales</b>	<b>46,028</b>	<b>2,000</b>	<b>48,028</b>	<b>6</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>733,237</b>	<b>73,000</b>	<b>806,237</b>	<b>99.7</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2013	800,000	855,000	858,250	-3,250	-0.4
12/31/2012	800,000	855,000	858,250	-3,250	-0.4
12/31/2011	800,000	855,000	858,250	-3,250	-0.4

Visit [www.auditedmedia.com](http://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

**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 VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Personal Care Salons	14,500		14,500
Doctor/Health Care Providers	11,500		11,500
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
<b>Total Public Place</b>	<b>50,000</b>		<b>50,000</b>
<b>Individual Use</b>			
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			
<b>Total Individual Use</b>	<b>7,000</b>	<b>1,000</b>	<b>8,000</b>

**RATE BASE**

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

Rate Base Change(s):

100,000 through August 2015, 150,000 starting September 2015  
 150,000 through October 2015, 200,000 starting November 2015

**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

**Multi-Title Digital Program:** Copies included in digital issue paid subscriptions are based on consumer's payment for the program and consumer's request for a specific magazine. Details below are related to the six month average.

Program name	Reported multi-title digital program	Unique opens by readers	Opens per issue	Total opens by readers
Texture	9,000	4,000	3.1	12,400

**Average nonanalyzed nonpaid for period:** 9,500

**(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  
 Date Signed:  
 P: 000.000.1000 • F: 000.000.0000 • URL: www.  
 Established:

NAME  
 Publisher  
 Sales Offices:  
 AAM Member since: