



# TIME

Annual Frequency: 52 times/year

Field Served: General News.

Published by Time Inc.

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
3,000,609	31,972	3,032,581	3,000,000	32,581

### 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 18	2,774,706	69,118	2,843,824	159,609		159,609	3,003,433	31,833	386	32,219	2,966,148	69,504	3,035,652
Jan 25	2,785,356	68,651	2,854,007	149,680		149,680	3,003,687	31,616	278	31,894	2,966,652	68,929	3,035,581
Feb 01	2,798,721	68,872	2,867,593	149,151		149,151	3,016,744	29,839	265	30,104	2,977,711	69,137	3,046,848
Feb 08	2,780,337	69,373	2,849,710	146,599		146,599	2,996,309	24,668	223	24,891	2,951,604	69,596	3,021,200
Feb 15	2,787,618	69,552	2,857,170	145,736		145,736	3,002,906	24,617	138	24,755	2,957,971	69,690	3,027,661
Feb 22	2,785,497	69,966	2,855,463	145,626		145,626	3,001,089	83,629	524	84,153	3,014,752	70,490	3,085,242
Mar 07	2,811,770	70,263	2,882,033	129,740		129,740	3,011,773	19,746	139	19,885	2,961,256	70,402	3,031,658
Mar 14	2,800,868	70,555	2,871,423	129,474		129,474	3,000,897	37,933	279	38,212	2,968,275	70,834	3,039,109
Mar 21	2,786,915	70,547	2,857,462	139,091		139,091	2,996,553	33,891	187	34,078	2,959,897	70,734	3,030,631
Mar 28	2,794,914	70,145	2,865,059	143,869		143,869	3,008,928	25,130	185	25,315	2,963,913	70,330	3,034,243
Apr 04	2,749,194	52,044	2,801,238	195,696		195,696	2,996,934	24,550	307	24,857	2,969,440	52,351	3,021,791
Apr 11	2,738,779	55,361	2,794,140	216,430		216,430	3,010,570	31,295	653	31,948	2,986,504	56,014	3,042,518
Apr 18	2,756,328	51,257	2,807,585	195,392		195,392	3,002,977	23,218	117	23,335	2,974,938	51,374	3,026,312
Apr 25	2,754,549	51,190	2,805,739	195,402		195,402	3,001,141	24,025	154	24,179	2,973,976	51,344	3,025,320
May 02	2,713,481	53,582	2,767,063	194,209		194,209	2,961,272	63,325	428	63,753	2,971,015	54,010	3,025,025
May 16	2,721,137	50,915	2,772,052	212,851		212,851	2,984,903	26,074	159	26,233	2,960,062	51,074	3,011,136
May 23	2,738,125	51,554	2,789,679	212,433		212,433	3,002,112	25,231	159	25,390	2,975,789	51,713	3,027,502
May 30	2,747,266	51,312	2,798,578	205,888		205,888	3,004,466	27,485	99	27,584	2,980,639	51,411	3,032,050
Jun 06	2,735,774	51,379	2,787,153	219,557		219,557	3,006,710	27,485	111	27,596	2,982,816	51,490	3,034,306
Jun 13	2,738,449	51,437	2,789,886	218,883		218,883	3,008,769	27,485	278	27,763	2,984,817	51,715	3,036,532
Jun 20	2,726,906	51,462	2,778,368	217,971		217,971	2,996,339	27,485	159	27,644	2,972,362	51,621	3,023,983
Jun 27	2,728,178	48,677	2,776,855	218,030		218,030	2,994,885	27,485	127	27,612	2,973,693	48,804	3,022,497
Average	2,761,585	59,873	2,821,458	179,151		179,151	3,000,609	31,729	243	31,972	2,972,465	60,116	3,032,581

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	2,598,454	46,086	2,644,540	87.2
Multi-Title Digital Programs		13,787	13,787	0.5
Partnership Deductible Subscriptions	163,131		163,131	5.4
<b>Total Paid Subscriptions</b>	<b>2,761,585</b>	<b>59,873</b>	<b>2,821,458</b>	<b>93.0</b>
<b>Verified Subscriptions</b>				
Public Place	166,611		166,611	5.5
Individual Use	12,540		12,540	0.4
<b>Total Verified Subscriptions</b>	<b>179,151</b>		<b>179,151</b>	<b>5.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,940,736</b>	<b>59,873</b>	<b>3,000,609</b>	<b>98.9</b>
<b>Single Copy Sales</b>				
Single Issue	31,729	243	31,972	1.1
<b>Total Single Copy Sales</b>	<b>31,729</b>	<b>243</b>	<b>31,972</b>	<b>1.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>2,972,465</b>	<b>60,116</b>	<b>3,032,581</b>	<b>100.0</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	3,125,000	3,159,965	3,159,907	58	
6/30/2014	3,250,000	3,287,141	3,287,952	-811	
6/30/2013	3,250,000	3,292,509	3,290,320	2,189	0.1

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**PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$49.00		
Average Subscription Price Annualized (3)		\$30.71	
Average Subscription Price per Copy		\$0.59	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 52

**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>			
Doctor/Health Care Providers	157,325		157,325
Education/Learning Facilities	945		945
Fitness/Recreational Facilities	190		190
Personal Care Salons	8,151		8,151
<b>Total Public Place</b>	<b>166,611</b>		<b>166,611</b>
<b>Individual Use</b>			
Individually Requested	1,205		1,205
Ordered/Payment Not Received	10,344		10,344
Professionals	991		991
<b>Total Individual Use</b>	<b>12,540</b>		<b>12,540</b>

**RATE BASE**

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

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Partnership Subscriptions: Deductible:** Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 52 issues, which includes eight double issues.

**Publisher's Expiration Policy:** It is the practice of the publisher to expire subscriptions on a month-end basis, but no offer of this is made.

**Multi-Title Digital Programs**

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

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	13,787	6,111	3.2	19,672

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 372,548

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 42,975

**Single Copy Sales:** The following average number of copies are included in Single Copy Sales to adjust Scan Based Trading data used to report some sales: 491 or 1.5% of single copy sales.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 45,155

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.

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