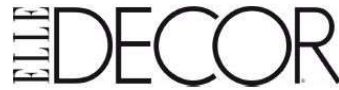




Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

[Learn more about this media property at auditedmedia.com](http://www.auditedmedia.com)



Annual Frequency: 9 times/year

Field Served: The international fashion magazine for the home, ELLE DECOR is a stylish, fashion-savvy design publication for the consumer who reads everything but knows what she wants. Encompassing provocative young talent as well as design legends who still surprise, antiques that work today alongside modern products inspired by what comes down the runways, and locations across the globe.

Published by: Hearst Magazine Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
505,641	16,500	522,141	500,000	22,141

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/Feb	469,876	56,444	526,320	2,500		2,500	528,820	13,359	208	13,567	485,735	56,652	542,387
Mar	460,811	47,008	507,819	2,499		2,499	510,318	22,000	162	22,162	485,310	47,170	532,480
Apr	442,751	47,409	490,160	2,491		2,491	492,651	12,000	117	12,117	457,242	47,526	504,768
May	442,358	45,925	488,283	2,490		2,490	490,773	18,000	151	18,151	462,848	46,076	508,924
Average	453,949	49,197	503,146	2,495		2,495	505,641	16,340	160	16,500	472,784	49,357	522,141

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	417,245	37,106	454,351	87.0
Multi-Title Digital Programs		12,091	12,091	2.3
Partnership/Deductible Subscriptions	5,036		5,036	1.0
Sponsored Subscriptions	31,668		31,668	6.1
Total Paid Subscriptions	453,949	49,197	503,146	96.4
Verified Subscriptions				
Public Places	6		6	0.0
Individual Use	2,489		2,489	0.5
Total Verified Subscriptions	2,495		2,495	0.5
Total Paid & Verified Subscriptions	456,444	49,197	505,641	96.8
Single Copy Sales				
Single Issue	16,340	160	16,500	3.2
Total Single Copy Sales	16,340	160	16,500	3.2
Total Paid & Verified Circulation	472,784	49,357	522,141	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2020	536,111	563,197	563,197		
12/31/2019	550,000	553,409	553,409		
12/31/2018	550,000	557,172	557,172		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$15.00	\$11.16	
Average Subscription Price per Copy		\$1.24	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2020
- (3) Based on the following issue per year frequency: 9

ADDITIONAL DATA IN 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
Public Place			
Hotels/Lodges	6		6
Total Public Place Copies	6		6
Individual Use			
Ordered/Payment Not Received	2,489		2,489
Total Individual Use Copies	2,489		2,489

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%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 79,842

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 53,216

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
Apple News	12,091	12,091	2.2	26,117

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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