June 2022 - Paid, Verified, Analyzed Nonpaid with Digital



Publisher's Statement 6 months ended June 30, 2022, Subject to Audit

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Prototype Magazine

Annual Frequency: 10 times/year

Field Served: Consumers interested in healthy living.

Published by Magazine Inc.

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION										
Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid Bulk	Total Circulation	Rate Base	Variance to Rate Base				
760,435	48,550	808,985	1,550	810,535	802,000	8,535				

TOTAL CIRCULATION BY ISSUE

	F	aid Subscr	iptions	Ve	rified Subso	criptions		Sir	igle Copy	/ Sales				Analyzed Nonpaid Bulk			Total		
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	Print	Digital Issue		Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Print	Paid, Verified & Analyzed Nonpaid Bulk Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Bulk Circulation
Jan	632,381	70,000	702,381	61,300	1,025	62,325	764,706	49,825	2,000	51,825	743,506	73,025	816,531	1,550		1,550	745,056	73,025	818,081
Feb	631,848	70,000	701,848	58,300	1,000	59,300	761,148	44,750	2,000	46,750	734,898	73,000	807,898	1,550		1,550	736,448	73,000	809,448
Mar	629,100	70,000	699,100	58,255	1,000	59,255	758,355	46,375	2,000	48,375	733,730	73,000	806,730	1,550		1,550	735,280	73,000	808,280
Apr	626,899	70,000	696,899	59,000	1,000	60,000	756,899	46,375	2,000	48,375	732,274	73,000	805,274	1,550		1,550	733,824	73,000	806,824
May/Jun	630,818	70,000	700,818	59,250	1,000	60,250	761,068	45,425	2,000	47,425	735,493	73,000	808,493	1,550		1,550	737,043	73,000	810,043
Average	630,209	70,000	700,209	59,221	1,005	60,226	760,435	46,550	2,000	48,550	735,980	73,005	808,985	1,550		1,550	737,530	73,005	810,535

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	546,895	57,800	604,695	74.6
Membership	14,119		14,119	1.7
Multi-Title Digital Program		1,200	1,200	0.1
Partnership Deductible Subscriptions	48,210	1,000	49,210	6.1
Sponsored Subscriptions	20,985	10,000	30,985	3.8
Total Paid Subscriptions	630,209	70,000	700,209	86.4
Verified Subscriptions		· · · · · · · · · · · · · · · · · · ·		
Public Place	50,500		50,500	6.2
Individual Use	8,721	1,005	9,726	1.2
Total Verified Subscriptions	59,221	1,005	60,226	7.4
Total Paid & Verified Subscrptions	689,430	71,005	760,435	93.8
Single Copy Sales				
Single Issue	43,420	2,000	45,420	5.6
Partnership Deductible Single Issue	1,000		1,000	0.1
Sponsored Single Issue	2,130		2,130	0.3
Total Single Copy Sales	46,550	2,000	48,550	6.0
Total Paid & Verified Circulation	735,980	73,005	808,985	99.8
Analyzed Nonpaid Bulk		î		
Nonpaid Bulk	1,550		1,550	0.2
Total Circulation	737,530	73.005	810,535	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS									
Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference				
12/31/2021	800,000	802,392	802,392						
12/31/2020	775,000	775,647	774,623	1,024	0.1				
12/31/2019	700,000	705,825	706,250	-425	-0.0				

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PRICES								
	Suggested Retail Prices	Average Price (1)						
Single Copy	\$3.95]]]						
Subscription	\$24.95	1						
Average Subscription Price Annualized (2)		\$15.80						
Average Subscription Price per Copy		\$1.58						

(1) Represents subscriptions sold for the 6 month period ended June 30, 2022(2) Based on the following issues per year frequency: 10

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions Geographic Data Trend Analysis

NOTES

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

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 9,500

(Prototype does not reflect all disclosures, additional disclosures as required will also appear)

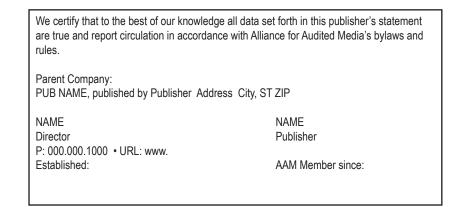
ADDITIONAL ANALYSIS OF VERIFIED

		Digital	
	Print	Issue	Total
Public Place			
Personal Care	14,500		14,500
Medical/Dental	11,500		11,500
Other Public Place	24,500		24,500
Total Public Place	50,500		50,500
Individual Use			
Individually Requested	2,921	1,005	3,926
Other Individually Addressed	5,800		5,800
Total Individual Use	8,721	1,005	9,726

RATE BASE

Rate base shown in Executive Summary is for combined paid and verified & analyzed nonpaid bulk circulation.

Rate Base Change(s): 800,000 through April 2022 810,000 starting May 2022



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