



Prototype Magazine

Annual Frequency: 12

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
755,287	48,820	804,107	804,000	107

TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
July	700,818	60,000	760,818	815,183
Aug.	701,848	58,000	759,848	806,449
* Sept.	629,100	57,000	686,100	732,536
Oct.	696,899	58,000	754,899	806,501
Nov.	682,491	58,000	740,491	785,793
Dec.	702,381	58,000	760,381	806,609
Average	696,887	58,400	755,287	804,107

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	606,373	75.4
Association: Deductible	3,001	0.4
Association: Nondeductible	2,003	0.2
Club/Membership: Deductible	11,114	1.4
Club/Membership: Nondeductible	3,001	0.4
Deferred	2,200	0.3
Partnership Deductible Subscriptions	47,210	5.9
School	2,000	0.2
Sponsored Subscriptions	19,985	2.5
Total Paid Subscriptions	696,887	86.7
Verified Subscriptions		
Public Place	51,000	6.2
Individual Use	7,400	1.0
Total Verified Subscriptions	58,400	7.2
Total Paid & Verified Subscriptions	755,287	93.9
Single Copy Sales		
Single Issue	46,912	5.9
Partnership Deductible Single Issue		
Sponsored Single Issue	1,908	0.2
Total Single Copy Sales	48,820	6.1
Total Paid & Verified Circulation	804,107	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 Subscription	\$3.95		
Average Subscription Price Annualized (3)	\$24.95		
Average Subscription Price per Copy		\$18.96	\$25.20
		\$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: 12

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
Public Place	
Personal Care Salons	14,500
Doctor/Health Care Providers	12,500
Fitness/Recreational Facilities	10,500
Hotels/Lodges	7,500
Automotive Outlets	3,500
Public Place Other	2,500
Total Public Place	51,000
Individual Use	
Individually Requested	1,400
Ordered/Payment Not Received	2,300
List	2,600
Trade Show Attendees	1,100
Individual Use Other	
Total Individual Use	7,400

RATE BASE

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

Rate Base Change(s):

800,000 through November 2015

810,000 starting December 2015

Rate Base Notes:

Rate base excluding feature issues: 802,250.

Feature issues with higher/lower rate bases: July 2015 rate base 810,000.

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

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

NAME

Director

T: 000.000.1000 • F: 000.000.0000

URL: www.

Established:

NAME

Publisher

Sales Offices:

AAM Member since: