

**Publisher's Statement**

6 months ended December 31, 2015, 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 Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
759,262	48,549	807,811	3,000	810,811	806,250	4,561

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	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
July	632,381	70,000	702,381	60,100	1,000	61,100	763,481	49,602	2,000	51,602	742,083	73,000	815,083	3,000	3,000	745,083	73,000	818,083	
Aug.	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	3,000	3,000	736,449	73,000	809,449	
Sept.	629,100		629,100	57,000		57,000	686,100	46,436		46,436	732,536		732,536	3,000	3,000	735,536		735,536	
Oct.	626,899	70,000	696,899	57,000	1,000	58,000	754,899	46,721	2,000	48,721	730,620	73,000	803,620	3,000	3,000	733,620	73,000	806,620	
Nov./Dec.	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	2,000	1,000	735,091	74,000	809,091	
Average	630,487	70,000	700,487	57,775	1,000	58,775	759,262	46,549	2,000	48,549	734,811	73,000	807,811	2,750	250	737,561	73,250	810,811	

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	545,973	59,000	604,973	74.6
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
Partnership Deductible Subscriptions	48,210	1,000	49,210	6.1
School	1,000		1,000	0.1
Sponsored Subscriptions	19,985	10,000	29,985	3.7
Total Paid Subscriptions	630,487	70,000	700,487	86.4
Verified Subscriptions				
Public Place	50,000		50,000	6.2
Individual Use	7,775	1,000	8,775	1.0
Total Verified Subscriptions	57,775	1,000	58,775	7.2
Total Paid & Verified Subscriptions	688,262	71,000	759,262	93.6
Single Copy Sales				
Single Issue	44,941	2,000	46,941	5.8
Partnership Deductible Single Issue				
Sponsored Single Issue	1,608		1,608	0.2
Total Single Copy Sales	46,549	2,000	48,549	6.0
Total Paid & Verified Circulation	734,811	73,000	807,811	99.6
Analyzed Nonpaid				
List	400	250	650	0.1
Market Coverage	800		800	0.1
Nonpaid Bulk	1,550		1,550	0.2
Delivered with Host Product				
Total Analyzed Nonpaid	2,750	250	3,000	0.4
Total Circulation	737,561	73,250	810,811	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

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	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		\$15.80	\$21.00
		\$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

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	Digital Issue	Total
Public Place			
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
Total Public Place	50,000		50,000
Individual Use			
Individually Requested	1,975	1,000	2,975
Ordered/Payment Not Received	2,300		2,300
List	2,500		2,500
Trade Show Attendees	1,000		1,000
Individual Use Other			
Total Individual Use	7,775	1,000	8,775

RATE BASE

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

Rate Base Change(s):
 800,000 through October 2015
 810,000 starting November/December 2015

Additional Rate Bases:
 Paid and Verified: 807,000
 Analyzed Nonpaid: 3,000

Rate Base Notes:
 Rate base excluding feature issues: 803,333.
 Feature issues with higher/lower rate bases: July 2015 rate base 815,000.
 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

Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as single copy sales based on consumer payment for the program and consumer's request for a specific magazine. Included in Single Copy Sales Digital is the following average copies per issue from this program: 1,500

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

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Established:

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