

Annual Frequency: 12 times/year

Field Served: A general interest magazine that communicates true, first-person stories of hope and inspiration.

Published by Guideposts

## 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
1,529,565	160	1,529,725	1,500,000	29,725

### 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	1,531,701	4,544	1,536,245	39,735		39,735	1,575,980	114	92	206	1,571,550	4,636	1,576,186
Feb	1,515,697	4,404	1,520,101	18,667		18,667	1,538,768	110	78	188	1,534,474	4,482	1,538,956
Mar	1,508,482	4,309	1,512,791	13,887		13,887	1,526,678	105	84	189	1,522,474	4,393	1,526,867
Apr	1,504,133	4,183	1,508,316	5,893		5,893	1,514,209	105	70	175	1,510,131	4,253	1,514,384
May	1,493,656	4,053	1,497,709	5,277		5,277	1,502,986	102	56	158	1,499,035	4,109	1,503,144
Jun	1,478,463	4,014	1,482,477	36,296		36,296	1,518,773		43	43	1,514,759	4,057	1,518,816
<b>Average</b>	<b>1,505,355</b>	<b>4,251</b>	<b>1,509,606</b>	<b>19,959</b>		<b>19,959</b>	<b>1,529,565</b>	<b>89</b>	<b>71</b>	<b>160</b>	<b>1,525,403</b>	<b>4,322</b>	<b>1,529,725</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,146,315	4,216	1,150,531	75.2
Association: Nondeductible	4		4	0.0
Partnership Deductible Subscriptions	6		6	0.0
Sponsored Subscriptions	359,030	35	359,065	23.5
<b>Total Paid Subscriptions</b>	<b>1,505,355</b>	<b>4,251</b>	<b>1,509,606</b>	<b>98.7</b>
<b>Verified Subscriptions</b>				
Public Place	188		188	0.0
Individual Use	19,771		19,771	1.3
<b>Total Verified Subscriptions</b>	<b>19,959</b>		<b>19,959</b>	<b>1.3</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,525,314</b>	<b>4,251</b>	<b>1,529,565</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
Single Issue	89	71	160	0.0
<b>Total Single Copy Sales</b>	<b>89</b>	<b>71</b>	<b>160</b>	<b>0.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,525,403</b>	<b>4,322</b>	<b>1,529,725</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
6/30/2014	1,625,000	1,633,167	1,625,970	7,197	0.4
6/30/2013	1,750,000	1,783,238	1,768,808	14,430	0.8
6/30/2012	1,812,500	1,794,727	1,788,232	6,495	0.4

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$16.94		
Average Subscription Price Annualized (3)		\$13.08	\$13.28
Average Subscription Price per Copy		\$1.09	\$1.11

(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: 12

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>			
Hotels/Lodges	188		188
<b>Total Public Place</b>	<b>188</b>		<b>188</b>
<b>Individual Use</b>			
Individually Requested	19,771		19,771
<b>Total Individual Use</b>	<b>19,771</b>		<b>19,771</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%.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**Association: Nondeductible:** Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

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

**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.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 116

**Renewal %**

Renewal of Paid subscriptions:

Total expirations during 12 months: 1,491,153

Total renewals of those expirations: 1,139,835

Renewal percentage: 76

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 107,697

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: Guideposts

GUIDEPOSTS, published by Guideposts • 39 Old Ridgebury Road • Carmel, CT 06810

BILL McGLYNN  
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 P: 203.749.0323 • URL: www.guidepostsmedia.com  
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ROCCO MARTINO  
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