

Annual Frequency: 11 times/year

Field Served: FIT PREGNANCY & BABY serves the pre/post-natal baby care and product market.

Published by Meredith Corporation

## Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

### 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
301,122	1,393	302,515	1,702,683	2,005,198	2,000,000	5,198

### 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			
Feb	28		28	300,676		300,676	300,704		1,160	1,160	300,704	1,160	301,864	1,702,683		1,702,683	2,003,387	1,160	2,004,547
Mar	23		23	301,485		301,485	301,508		1,601	1,601	301,508	1,601	303,109	1,702,683		1,702,683	2,004,191	1,601	2,005,792
Apr	20		20	301,207		301,207	301,227		1,533	1,533	301,227	1,533	302,760	1,702,683		1,702,683	2,003,910	1,533	2,005,443
May	17		17	300,628		300,628	300,645		1,320	1,320	300,645	1,320	301,965	1,702,683		1,702,683	2,003,328	1,320	2,004,648
Jun	16		16	301,508		301,508	301,524		1,350	1,350	301,524	1,350	302,874	1,702,683		1,702,683	2,004,207	1,350	2,005,557
Average	21		21	301,101		301,101	301,122		1,393	1,393	301,122	1,393	302,515	1,702,683		1,702,683	2,003,805	1,393	2,005,198

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	21		21	0.0
Total Paid Subscriptions	21		21	0.0
<b>Verified Subscriptions</b>				
Individual Use	301,101		301,101	15.0
Total Verified Subscriptions	301,101		301,101	15.0
Total Paid & Verified Subscriptions	301,122		301,122	15.0
<b>Single Copy Sales</b>				
Single Issue		1,393	1,393	0.1
Total Single Copy Sales		1,393	1,393	0.1
Total Paid & Verified Circulation	301,122	1,393	302,515	15.1
<b>Analyzed Nonpaid</b>				
Nonpaid Bulk	1,702,683		1,702,683	84.9
Total Analyzed Nonpaid	1,702,683		1,702,683	84.9
Total Circulation	2,003,805	1,393	2,005,198	100.0

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	2,000,000	2,016,502	2,016,502		
6/30/2015	2,000,000	2,009,255	2,009,532	-277	
6/30/2014	2,000,000	2,003,569	2,003,487	82	

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### PRICES

	Suggested Retail Prices (1)
Average Single Copy	N/A
Subscription	\$15.98

(1) For statement period

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://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 VERIFIED**

	Print	Digital Issue	Total
<b>Individual Use</b>			
Database Names	57,386		57,386
Individually Requested	243,715		243,715
<b>Total Individual Use</b>	<b>301,101</b>		<b>301,101</b>

**RATE BASE**

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

**NOTES**

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

**< 5% Individual Subscription Circulation:** Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.

**Nonpaid Bulk:** Copies available for pickup at designated locations.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 3,411

**Method of Circulation for Analyzed Nonpaid:** Nonpaid Bulk copies are delivered to waiting rooms and other designated locations and made available for pickup.

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: Meredith Corporation

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