

## Publisher's Statement

6 months ended December 31, 2019, *Subject to Audit*

Annual Frequency: 6 times/year

Field Served: BRIDAL GUIDE is a magazine for the contemporary bride-to-be. It focuses on current trends in fashion, beauty, home design and honeymoon travel; provides information on wedding planning; and explores social issues that affect the bride and groom.

Published by RFP Corp.

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
74,326	30,186	104,512	None Claimed	

### 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			
Jul/Aug	15,399	30,969	46,368	7,090	20,556	27,646	74,014	25,730		25,730	48,219	51,525	99,744
Sep/Oct	13,844	30,280	44,124	7,049	20,554	27,603	71,727	29,947		29,947	50,840	50,834	101,674
Nov/Dec	12,199	30,274	42,473	6,984	27,779	34,763	77,236	34,881		34,881	54,064	58,053	112,117
<b>Average</b>	<b>13,814</b>	<b>30,508</b>	<b>44,322</b>	<b>7,041</b>	<b>22,963</b>	<b>30,004</b>	<b>74,326</b>	<b>30,186</b>		<b>30,186</b>	<b>51,041</b>	<b>53,471</b>	<b>104,512</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	9,552	25,669	35,221	33.7
Partnership Deductible Subscriptions		4,839	4,839	4.6
Sponsored Subscriptions	4,262		4,262	4.1
<b>Total Paid Subscriptions</b>	<b>13,814</b>	<b>30,508</b>	<b>44,322</b>	<b>42.4</b>
<b>Verified Subscriptions</b>				
Individual Use	7,041	22,963	30,004	28.7
<b>Total Verified Subscriptions</b>	<b>7,041</b>	<b>22,963</b>	<b>30,004</b>	<b>28.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>20,855</b>	<b>53,471</b>	<b>74,326</b>	<b>71.1</b>
<b>Single Copy Sales</b>				
Single Issue	17,907		17,907	17.1
Partnership Deductible Single Issue	2,281		2,281	2.2
Sponsored Single Issue	9,998		9,998	9.6
<b>Total Single Copy Sales</b>	<b>30,186</b>		<b>30,186</b>	<b>28.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>51,041</b>	<b>53,471</b>	<b>104,512</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
12/31/2018	None Claimed	108,598	108,598		
12/31/2017	None Claimed				
12/31/2016	None Claimed	115,940	116,706	-766	-0.7

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$18.95		
Average Subscription Price Annualized (3)		\$10.02	
Average Subscription Price per Copy		\$1.67	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2019

(3) Based on the following issue per year frequency: 6

## ADDITIONAL DATA IN 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>			
Individually Requested	6,831	22,963	29,794
Ordered/Payment Not Received	210		210
<b>Total Individual Use Copies</b>	<b>7,041</b>	<b>22,963</b>	<b>30,004</b>

## RATE BASE

None Claimed

## NOTES

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

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,500

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: RFP Corp.  
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