

## Publisher's Statement

6 months ended June 30, 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
74,363	31,802	106,165	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			
Jan/Feb	17,254	31,868	49,122	5,519	19,547	25,066	74,188	31,438		31,438	54,211	51,415	105,626
Mar/Apr	15,843	29,833	45,676	7,185	19,740	26,925	72,601	33,985		33,985	57,013	49,573	106,586
May/June	16,094	32,650	48,744	7,114	20,443	27,557	76,301	29,982		29,982	53,190	53,093	106,283
<b>Average</b>	<b>16,397</b>	<b>31,450</b>	<b>47,847</b>	<b>6,606</b>	<b>19,910</b>	<b>26,516</b>	<b>74,363</b>	<b>31,802</b>		<b>31,802</b>	<b>54,805</b>	<b>51,360</b>	<b>106,165</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	9,610	31,450	41,060	38.7
Sponsored Subscriptions	6,787		6,787	6.4
<b>Total Paid Subscriptions</b>	<b>16,397</b>	<b>31,450</b>	<b>47,847</b>	<b>45.1</b>
<b>Verified Subscriptions</b>				
Individual Use	6,606	19,910	26,516	25.0
<b>Total Verified Subscriptions</b>	<b>6,606</b>	<b>19,910</b>	<b>26,516</b>	<b>25.0</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>23,003</b>	<b>51,360</b>	<b>74,363</b>	<b>70.0</b>
<b>Single Copy Sales</b>				
Single Issue	19,018		19,018	17.9
Partnership Deductible Single Issue	2,785		2,785	2.6
Sponsored Single Issue	9,999		9,999	9.4
<b>Total Single Copy Sales</b>	<b>31,802</b>		<b>31,802</b>	<b>30.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>54,805</b>	<b>51,360</b>	<b>106,165</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	109,045	109,045		
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 Subscription	\$5.99		
	\$18.95		
Average Subscription Price Annualized (3)		\$10.08	
Average Subscription Price per Copy		\$1.68	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(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	6,606	19,910	26,516
<b>Total Individual Use Copies</b>	<b>6,606</b>	<b>19,910</b>	<b>26,516</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:

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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