

Annual Frequency: 10 times/year

Field Served: Written for home-owning families who take an active role in the improvement, maintenance and repair of their homes and yards.

Published by Home Service Publications

## 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
1,134,902	23,841	1,158,743	1,100,000	58,743

### 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			
Feb	1,083,527	33,504	1,117,031	11,949		11,949	1,128,980	23,961	285	24,246	1,119,437	33,789	1,153,226
Mar	1,083,171	33,053	1,116,224	12,974		12,974	1,129,198	23,026	275	23,301	1,119,171	33,328	1,152,499
Apr	1,065,772	37,522	1,103,294	14,085		14,085	1,117,379	24,848	229	25,077	1,104,705	37,751	1,142,456
May	1,079,246	39,948	1,119,194	23,183		23,183	1,142,377	27,182	224	27,406	1,129,611	40,172	1,169,783
Jun	1,097,935	41,502	1,139,437	17,141		17,141	1,156,578	19,007	168	19,175	1,134,083	41,670	1,175,753
Average	1,081,930	37,106	1,119,036	15,866		15,866	1,134,902	23,605	236	23,841	1,121,401	37,342	1,158,743

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	1,081,930	32,368	1,114,298	96.2
Multi-Title Digital Programs		4,738	4,738	0.4
<b>Total Paid Subscriptions</b>	<b>1,081,930</b>	<b>37,106</b>	<b>1,119,036</b>	<b>96.6</b>
<b>Verified Subscriptions</b>				
Individual Use	15,866		15,866	1.4
<b>Total Verified Subscriptions</b>	<b>15,866</b>		<b>15,866</b>	<b>1.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,097,796</b>	<b>37,106</b>	<b>1,134,902</b>	<b>97.9</b>
<b>Single Copy Sales</b>				
Single Issue	23,605	236	23,841	2.1
<b>Total Single Copy Sales</b>	<b>23,605</b>	<b>236</b>	<b>23,841</b>	<b>2.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,121,401</b>	<b>37,342</b>	<b>1,158,743</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
6/30/2015	1,100,000	1,136,372	1,136,372		
6/30/2014	1,100,000	1,153,810	1,153,810		
6/30/2013	1,100,000	1,152,089	1,136,668	15,421	1.4

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (3)	\$24.00	\$13.09	
Average Subscription Price per Copy		\$1.19	

(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: 11

### 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>			
Individually Requested	63		63
Ordered/Payment Not Received	15,803		15,803
<b>Total Individual Use</b>	<b>15,866</b>		<b>15,866</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%.

**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 11 issues, which includes 1 double issue.

**Multi-Title Digital Programs**

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	4,738	2,786	1.4	3,812

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 157,342

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: Trusted Media Brands, Inc.

THE FAMILY HANDYMAN, published by Home Service Publications • 2915 Comers Drive, Suite 700 • Eagan, MN 55121

ALEC CASEY  
 Chief Marketing Officer  
 P: 414.423.3892 • URL: www.familyhandyman.com  
 Established: 1951

RICHARD SUTTON  
 Chief Revenue Officer  
 AAM Member since: 1954