

AAM Statement



MAGAZINE
Publisher's Statement
 6 months ended June 30, 2015
 Subject to Audit



Field Served: SIEMPRE MUJER is written for, by and about the modern Hispanic woman living in the U.S. It captures her soul as she actualizes her goal of success. With fresh, authentic and inspiring content, and written in Spanish, Siempre Mujer is the Latina's source for the things she cares about most- beauty, style, fitness, fashion, arts, culture, and career - helping her be the best woman she can be, a leader, a doer, and a role model.

Published by Meredith Corporation

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	505,320	90.2			
Digital Issue	876	0.2			
Total Paid Subscriptions	506,196	90.4			
Verified					
Print	52,271	9.3			
Total Verified Subscriptions	52,271	9.3			
Total Paid & Verified Subscriptions	558,467	99.7			
Single Copy Sales					
Print					
Digital Issue	1,582	0.3			
Total Single Copy Sales	1,582	0.3			
Total Paid & Verified Circulation	560,049	100.0	550,000	10,049	1.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$18.00		
Average Subscription Price Annualized (6 issue frequency)		\$16.39	
Average Subscription Price per Copy		\$2.73	

(1) For the Statement period
 (2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		Total Paid & Verified Circulation		Total Paid & Verified Circulation	
	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue
Feb./Mar.	507,057	925	507,982	52,271	52,271	560,253	1,612	1,612	559,328	2,537
Apr./May	505,397	881	506,278	52,271	52,271	558,549	1,566	1,566	557,668	2,447
June/July	503,503	823	504,326	52,271	52,271	556,597	1,567	1,567	555,774	2,390

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	407,769	87.9	452,629	88.3	507,099	89.8	497,095	88.6	501,125	90.2
Verified	40,032	8.6	40,008	7.8	40,001	7.1	52,189	9.3	52,510	9.4
Total Paid & Verified Subscriptions	447,801	96.5	492,637	96.1	547,100	96.9	549,284	97.9	553,635	99.6
Single Copy Sales	16,250	3.5	20,025	3.9	17,282	3.1	11,666	2.1	2,043	0.4
Total Paid & Verified Circulation	464,051	100.0	512,662	100.0	564,382	100.0	560,950	100.0	555,678	100.0
Year Over Year Percent of Change		1.5		10.5		10.1		-0.6		-0.9
Avg. Annualized Subscription Price	\$13.12		\$16.34		\$14.96		\$16.76		\$15.89	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	353,190	876	354,066	63.2
Award Point*	15,543		15,543	2.8
Sponsored Sales	136,587		136,587	24.4
TOTAL PAID SUBSCRIPTIONS	505,320	876	506,196	90.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	50,000		50,000	8.9
Individual Use (See Par. 6B)	2,271		2,271	0.4
TOTAL VERIFIED SUBSCRIPTIONS	52,271		52,271	9.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	557,591	876	558,467	99.7
SINGLE COPY SALES				
Single Issue Sales		1,582	1,582	0.3
TOTAL SINGLE COPY SALES		1,582	1,582	0.3
TOTAL PAID & VERIFIED CIRCULATION	557,591	2,458	560,049	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/ Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Education/ Learning Facilities	Public Place Other	Total Public Place Copies
Public Place	25,995	22,262	1,095	648		50,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	2,271		2,271

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7. GEOGRAPHIC DATA for the February/March 2015 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue
Alabama	2,266		2,266	21	21	2,287				2,287	2,287
Arizona	12,930		12,930	1,617	1,617	14,547				14,547	14,547
Arkansas	2,031		2,031	78	78	2,109				2,109	2,109
California	123,399		123,399	19,422	19,422	142,821				142,821	142,821
Colorado	9,281		9,281	1,034	1,034	10,315				10,315	10,315
Connecticut	5,288		5,288	438	438	5,726				5,726	5,726
Delaware	897		897	54	54	951				951	951
District of Columbia	786		786	54	54	840				840	840
Florida	67,123		67,123	4,752	4,752	71,875				71,875	71,875
Georgia	8,863		8,863	865	865	9,728				9,728	9,728
Idaho	1,306		1,306	57	57	1,363				1,363	1,363
Illinois	19,767		19,767	2,670	2,670	22,437				22,437	22,437
Indiana	3,571		3,571	154	154	3,725				3,725	3,725
Iowa	1,536		1,536	42	42	1,578				1,578	1,578
Kansas	2,592		2,592	90	90	2,682				2,682	2,682
Kentucky	1,594		1,594	11	11	1,605				1,605	1,605
Louisiana	2,405		2,405	71	71	2,476				2,476	2,476
Maine	252		252	1	1	253				253	253
Maryland	6,854		6,854	498	498	7,352				7,352	7,352
Massachusetts	9,854		9,854	418	418	10,272				10,272	10,272
Michigan	5,015		5,015	120	120	5,135				5,135	5,135
Minnesota	2,447		2,447	57	57	2,504				2,504	2,504
Mississippi	871		871	4	4	875				875	875
Missouri	2,363		2,363	30	30	2,393				2,393	2,393
Montana	207		207	1	1	208				208	208
Nebraska	1,633		1,633	48	48	1,681				1,681	1,681
Nevada	7,981		7,981	589	589	8,570				8,570	8,570
New Hampshire	469		469	56	56	525				525	525
New Jersey	13,952		13,952	2,054	2,054	16,006				16,006	16,006
New Mexico	7,527		7,527	793	793	8,320				8,320	8,320
New York	31,073		31,073	3,313	3,313	34,386				34,386	34,386
North Carolina	8,012		8,012	2,002	2,002	10,014				10,014	10,014
North Dakota	171		171	1	1	172				172	172
Ohio	4,812		4,812	46	46	4,858				4,858	4,858
Oklahoma	3,202		3,202	58	58	3,260				3,260	3,260
Oregon	3,310		3,310	228	228	3,538				3,538	3,538
Pennsylvania	8,586		8,586	281	281	8,867				8,867	8,867
Rhode Island	1,797		1,797	42	42	1,839				1,839	1,839
South Carolina	2,442		2,442	293	293	2,735				2,735	2,735
South Dakota	286		286	1	1	287				287	287
Tennessee	3,098		3,098	350	350	3,448				3,448	3,448
Texas	79,248		79,248	8,283	8,283	87,531				87,531	87,531
Utah	3,375		3,375	208	208	3,583				3,583	3,583
Vermont	105		105			105				105	105
Virginia	8,374		8,374	677	677	9,051				9,051	9,051
Washington	5,585		5,585	268	268	5,853				5,853	5,853
West Virginia	345		345	2	2	347				347	347
Wisconsin	3,024		3,024	46	46	3,070				3,070	3,070
Wyoming	351		351	7	7	358				358	358
TOTAL 48 CONTERMINOUS STATES	492,256		492,256	52,205	52,205	544,461				544,461	544,461
Alaska	405		405	2	2	407				407	407
Hawaii	789		789	4	4	793				793	793
TOTAL ALASKA & HAWAII	1,194		1,194	6	6	1,200				1,200	1,200
U.S. Unclassified		925		925					1,612	1,612	2,537
TOTAL UNITED STATES	493,450	925	494,375	52,211	52,211	546,586	1,612	1,612		545,661	2,537
Poss. & Other Areas	13,502		13,502	60	60	13,562				13,562	
U.S. & POSS., etc.	506,952	925	507,877	52,271	52,271	560,148	1,612	1,612		559,223	2,537
Canada	29		29			29				29	29
International	2		2			2				2	2
Other Unclassified											
Military or Civilian Personnel Overseas	74		74			74				74	74
GRAND TOTAL	507,057	925	507,982	52,271	52,271	560,253	1,612	1,612		559,328	2,537

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8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION		%		C. CHANNELS		%	
(a) One to six months (1 to 3 issues)	15,600	28.7		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	45,955	84.6	
(b) Seven to eleven months (4 to 5 issues)	23	0.1		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	8,173	15.0	
(c) Twelve months (6 issues)	19,473	35.8		(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	190	0.4	
(d) Thirteen to twenty-four months	10,081	18.6		(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	9,141	16.8		Total Subscriptions Sold in Period	54,318	100.0	
Total Subscriptions Sold in Period	54,318	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	47,896	88.1					
(b) Ordered with material reprinted from branded editorial material. See Par. 9	139	0.3					
(c) Ordered with other premiums. See Par. 9	6,283	11.6					
Total Subscriptions Sold in Period	54,318	100.0					

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$3.99. Subscriptions: Canada and International, 1 yr. \$33.00.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 4,875 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available via a growing list of digital issue storefronts and is able to be read on numerous tablets, smart phones and e-reader services.

(e) Award Point Subscription Sales: The average of 15,543 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 13,526 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles valued at 3¢ per mile.

An average of 2,017 copies per issue represents copies purchased through the redemption of award points valued at \$0.01 to \$1.00 per point.

(f) Sponsored Subscription Sales: The average of 136,587 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased by various business concerns in quantities of 11 or more for delivery to private residences or business offices.

(g) Verified Public Place: The average of 50,000 copies per issue, shown in Par. 6A and included in Par. 1, represents copies purchased by various business concerns and delivered to waiting rooms and reception areas including beauty salons, doctors' and dentists' offices.

(h) Verified Individual Use: The average of 2,271 copies per issue, shown in Par. 6B and included in Par. 1, represents individually addressed copies that were served to subscribers that ordered the magazine for which no payment was received.

(i) Use of Premiums: A cookbook, "Sabor y Salud," with no advertised or stated value, was offered with various paid subscriptions.

A gift card, with a value of \$3.34, was offered with some subscriptions sold at 8 issues \$18.00.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	550,000	556,644	555,679	965	0.2
12-31-13	550,000	560,952	560,952		
12-31-12	550,000	564,382	564,382		
12-31-11	(a)	512,663	512,663		
12-31-10	(b)	464,051	464,051		
(a) Effective 01/01/11 changed from 450,000 to 500,000					
(b) Effective 01/01/09 changed from 400,000 to 450,000					

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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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.99
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	33.00
	International Subscription Price	33.00