

**ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing possible performance at a particular location or under particular circumstances.

Presented above is historical data for Franchised Businesses. Each Franchised Business operates one or more magazines and are substantially similar to the Franchise Business being offered under this franchise disclosure document.

Please carefully read all of the information in this Item 19, and all the notes following the charts, in conjunction with your review of this historical data.

A. Annual Gross Sales, Cash Received, Costs and Commissions Paid for Franchised Businesses in 2025

Chart A

The information below is for Franchised Businesses in operation as of January 1, 2025 and that published magazines for the entire 2025 calendar year. Presented below in Chart A are the average, median, and other annual figures attained during the 2025 calendar year by the 15 Franchised Businesses that have been operating more than one magazine for at least 12 months, as of December 31, 2025. The 15 Franchised Businesses are broken down by quartile by Gross Sales. Each of the Franchised Businesses that are included in Chart A below operated continuously throughout the entire 2025 calendar year.

Top Quartile Franchised Businesses with More Than One Outlet for the Year 3 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	1,307,206	1,140,407	1,658,919	1,122,293	1 (33%)
Cash Received	1,241,283	1,101,430	1,664,755	957,665	1 (33%)
Costs	739,957	655,408	967,351	597,111	1 (33%)
Commissions Paid	534,167	516,706	691,127	394,669	1 (33%)
Second Quartile Franchised Businesses with More Than One Outlet for the Year 4 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	1,099,180	1,104,923	1,115,845	1,071,030	3 (75%)
Cash Received	1,068,811	1,073,942	1,085,200	1,042,159	3 (75%)
Costs	737,526	720,916	869,003	639,270	1 (25%)
Commissions Paid	340,915	351,738	435,974	224,209	2 (50%)
Third Quartile Franchised Businesses with More Than One Outlet for the Year 4 Franchised Businesses					

	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	696,869	724,179	754,593	584,524	2 (50%)
Cash Received	679,110	709,481	737,574	559,906	3 (75%)
Costs	449,278	443,558	487,844	422,152	2 (50%)
Commissions Paid	236,577	261,184	276,553	147,386	3 (75%)
Bottom Quartile Franchised Businesses with More Than One Outlet for the Year 4 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	454,566	443,047	535,233	396,936	1 (25%)
Cash Received	398,701	382,276	498,618	331,635	2 (50%)
Costs	379,029	370,440	408,994	366,239	1 (25%)
Commissions Paid	67,660	57,093	148,104	8,352	2 (50%)

Chart B

The information below is for Franchised Businesses in operation as of January 1, 2025 and that published a single magazine for the entire 2025 calendar year. Presented below in Chart B are the average, median, and other annual figures attained during the 2025 calendar year by the 139 Franchised Businesses that have been operating a single magazine for at least 12 months, as of December 31, 2025. The 139 Franchised Businesses are broken down by quartile by Gross Sales. Each of the Franchised Businesses that are included in Chart B below operated continuously throughout the entire 2025 calendar year.

Top Quartile Single Outlet Franchised Businesses 34 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	630,325	532,922	1,181,440	434,497	12 (35%)
Cash Received	619,039	519,496	1,166,335	428,962	12 (35%)
Costs	340,915	314,391	657,379	229,999	10 (29%)
Commissions Paid	284,643	252,137	598,737	157,837	11 (32%)
Second Quartile Single Outlet Franchised Businesses 35 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	379,735	371,016	426,606	348,252	15 (43%)
Cash Received	370,558	366,700	428,596	322,315	14 (40%)
Costs	232,537	231,700	280,559	201,543	16 (46%)
Commissions Paid	139,980	137,945	191,501	85,794	16 (43%)
Third Quartile Single Outlet Franchised Businesses 35 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	309,302	307,145	346,517	279,000	16 (46%)
Cash Received	301,128	298,260	348,109	249,766	15 (43%)
Costs	202,765	199,329	239,848	183,787	12 (34%)
Commissions Paid	99,294	104,006	138,585	48,351	20 (57%)
Bottom Quartile Single Outlet Franchised Businesses 35 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	248,630	252,661	277,481	202,590	21 (60%)
Cash Received	235,956	241,275	275,271	168,290	21 (60%)
Costs	189,764	185,741	256,022	181,849	6 (17%)
Commissions Paid	48,317	50,367	86,238	0	23 (66%)

B. Monthly Advertising Value for Franchised Businesses

Presented below in Chart C and Chart D are the average, median, and other monthly Advertising Value figures attained during the 2025 calendar year by the 154 Franchised Businesses that have been operating for at least 12 months, as of December 31, 2025. The 154 Franchised Businesses are broken down by quartile based on Gross Sales, in the same manner as described in Chart A and Chart B above. Each of the Franchised Businesses that are included in Chart C and Chart D below operated continuously throughout the entire 2025 calendar year.

Chart C: Franchised Businesses with More Than One Outlet				
	First Quartile 3 Franchised Businesses	Second Quartile 4 Franchised Businesses	Third Quartile 4 Franchised Businesses	Fourth Quartile 4 Franchised Businesses
Number of Franchised Businesses	3	4	4	4
Average Monthly Advertising Value	1,307,206	1,099,180	696,869	454,566
Number (and Percentage) of Franchised Businesses that Attained a Greater Than Average Monthly Advertising Value	1 (33%)	3 (75%)	2 (50%)	1 (25%)
Median Monthly Advertising Value	1,140,407	1,104,923	724,179	443,047
Highest Monthly Advertising Value	1,658,919	1,115,845	754,593	535,233
Lowest Monthly Advertising Value	1,122,293	1,071,030	584,524	396,936

Single Outlet Franchised Businesses				
	First Quartile 34 Franchised Businesses	Second Quartile 35 Franchised Businesses	Third Quartile 35 Franchised Businesses	Fourth Quartile 35 Franchised Businesses
Number of Franchised Businesses	34	35	35	35
Average Monthly Advertising Value	630,325	379,735	309,302	248,630
Number (and Percentage) of Franchised Businesses that Attained a Greater Than Average Monthly Advertising Value	12 (35%)	15 (43%)	16 (46%)	21 (60%)
Median Monthly Advertising Value	532,922	371,016	307,145	252,661
Highest Monthly Advertising Value	1,181,440	426,606	346,517	277,481
Lowest Monthly Advertising Value	434,497	348,252	279,000	202,590

Notes:

“Gross Sales” means all revenue that that advertisers, residential communities or other organizations agree to pay us under the terms of an advertising contract related to a particular Lifestyle Publications Magazine.

“Average Gross Sales” means the total Gross Sales of the reporting locations added together, and then divided by the total number of reporting locations.

“Median Gross Sales” means the central value of all Gross Sales amounts for reporting locations, in which half the Gross Sales for the reporting locations are above the median and half are below.

“Cash Received” means all revenue actually received by us from advertisers, residential communities or other organizations under the terms of an advertising contract related to a particular Lifestyle Publications Magazine.

“Costs” are equal to the total of the Publication Expense and Lifestyle Publication Cost. “Publication Expense” means our actual cost to design, edit, publish, print, and deliver each Lifestyle Publications Magazine, an allocation for our overhead, and reasonable miscellaneous fees, including ad creation fees and fees for additional samples requested by you. The “Lifestyle Publications Cost” is equal to 7% of the Advertising Value of each Lifestyle Publications Magazine, whether or not we actually receive payment for the advertisements and/or services.

“Commissions Paid” is equal to the total Cash Received for each Lifestyle Publications Magazine for which you are responsible in the applicable month minus the Costs.

“Advertising Value” means the value of the advertising and related services in each Lifestyle Publications Magazine, which is calculated as described in the Publisher Agreement and described in Item 6.

As of December 31, 2025, there were 215 Franchised Businesses that operated 233 magazines. We excluded data for 36 Franchised Businesses operating 36 magazines that were operating less than 12 months as of December 31, 2025, 15 Franchised Businesses operating 15 magazines that closed during 2025, 24 Franchised Businesses operating 24 magazines that transferred during 2025, and 1 Franchised Business operating 1 magazine that was reacquired by Franchisor during 2025. Of the 15 Franchised Businesses operating 15 magazines that closed during 2025, none had been open for less than one year.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll sell as much.

You should conduct an independent investigation of the costs and expenses you will or may incur in operating your Franchised Business. Publishers or former publishers listed in this disclosure document may be one source of this information.

Other than the preceding financial performance representation, Lifestyle Publications, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Matthew Perry, 514 W 26th St, Kansas City, MO 64108, (913) 599-4300, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20
OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1
Systemwide Outlet Summary
For Years 2023-2025**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	150	183	+33
	2024	183	212	+29
	2025	212	233	+21
Company-Owned	2023	3	2	-1
	2024	2	2	+0
	2025	2	3	+1
Total Outlets	2023	153	185	+32
	2024	185	214	+29
	2025	214	236	+22

**Table No. 2
Transfers of Outlets From Franchisees to New Owners
(Other than the Franchisor)
For Years 2023-2025**

State	Year	Number of Transfers
Arizona	2023	2
	2024	1
	2025	2
Arkansas	2023	0
	2024	0
	2025	1
Colorado	2023	0
	2024	1
	2025	1
Connecticut	2023	0
	2024	0
	2025	2
Florida	2023	2
	2024	0
	2025	0
Georgia	2023	0
	2024	1
	2025	0
Kansas	2023	0
	2024	2
	2025	2
Massachusetts	2023	1
	2024	1
	2025	0
Michigan	2023	0
	2024	1