

PROVISION	SECTION IN PUBLISHER OR OTHER AGREEMENT	SUMMARY
		principal place of business at the time the action is commenced. Subject to applicable law.
v. Choice of forum	§§19-20	You irrevocably consent to the personal jurisdiction of the state and federal courts located in the state, county, or judicial district in which our principal place of business is located and hereby waives all questions of personal jurisdiction for the purpose of carrying out this provision. Subject to applicable law.
w. Choice of law	§21	Subject to our rights under federal trademark laws, the Publisher Agreement will be interpreted and construed under the laws of the state where the majority of the Community is located, which laws will prevail if there is any conflict of law (without regard to, and without giving effect to, the application of conflict of law rules). Subject to applicable law.

ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote the franchised business.

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 Publisher Profits Paid for Franchised Businesses in 2024

Chart A

The information below is for Franchised Businesses in operation as of January 1, 2024 and that published magazines for the entire 2024 calendar year. Presented below in Chart A are the average, median, and other annual figures attained during the 2024 calendar year by the 19 Franchised Businesses that have been operating more than one magazine for at least 12 months, as of December 31, 2024. The 19 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 2024 calendar year.

Top Quartile Franchised Businesses with More Than One Magazine for the Year 4 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$1,397,794	\$1,389,313	1,665,289	\$1,147,261	2 (50%)
Cash Received	\$1,378,918	\$1,384,930	1,646,361	\$1,099,453	2 (50%)
Costs	\$855,253	\$905,055	1,002,810	\$608,210	3 (75%)
Publisher Profits	\$524,866	\$592,135	685,789	\$229,402	3 (75%)
Second Quartile Franchised Businesses with More Than One Magazine for the Year 5 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$921,868	\$888,367	991,533	\$876,255	2 (40%)
Cash Received	\$877,695	\$875,775	997,211	\$773,338	2 (40%)
Costs	\$510,504	\$485,243	581,771	\$477,474	2 (40%)
Publisher Profits	\$370,741	\$390,582	417,439	\$293,544	3 (60%)
Third Quartile Franchised Businesses with More Than One Magazine for the Year 5 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$763,537	\$731,349	861,098	\$709,094	2 (40%)
Cash Received	\$753,196	\$729,193	839,442	\$693,604	2 (40%)
Costs	\$488,035	\$471,321	550,621	\$419,963	2 (40%)
Publisher Profits	\$269,981	\$272,254	311,329	\$225,124	3 (60%)
Bottom Quartile Franchised Businesses with More Than One Magazine for the Year 5 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$562,162	\$580,444	\$657,768	\$443,322	3 (60%)
Cash Received	\$513,909	\$508,183	\$648,178	\$381,528	2 (40%)
Costs	\$408,126	\$390,125	\$471,463	\$355,743	2 (40%)
Publisher Profits	\$107,241	\$143,057	\$190,034	\$25,785	3 (60%)

Chart B

The information below is for Franchised Businesses in operation as of January 1, 2024 and that published a single magazine for the entire 2024 calendar year. Presented below in Chart B are the average, median, and other annual figures attained during the 2024 calendar year by the 113 Franchised Businesses that have been operating a single magazine for at least 12 months, as of December 31, 2024. The 113 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 2024 calendar year.

Top Quartile Single Magazine Franchised Businesses 28 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$575,063	\$560,251	\$964,638	\$435,896	13 (46%)
Cash Received	\$559,487	\$527,766	\$926,369	\$417,671	12 (43%)
Costs	\$309,388	\$299,545	\$422,651	\$224,333	11 (39%)
Publisher Profits	\$253,730	\$234,509	\$507,025	\$147,504	13 (46%)
Second Quartile Single Magazine Franchised Businesses 28 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$366,754	\$359,641	\$427,445	\$327,219	12 (43%)
Cash Received	\$352,466	\$346,544	\$409,405	\$275,104	12 (43%)
Costs	\$227,874	\$220,020	\$279,844	\$203,813	12 (43%)
Publisher Profits	\$126,608	\$126,332	\$197,219	\$66,163	13 (46%)
Third Quartile Single Magazine Franchised Businesses 28 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$303,951	\$308,355	\$325,963	\$272,183	16 (57%)
Cash Received	\$292,287	\$292,091	\$325,912	\$215,630	14 (50%)
Costs	\$205,003	\$206,661	\$278,116	\$180,249	15 (54%)
Publisher Profits	\$87,812	\$92,339	\$121,547	\$32,751	18 (64%)
Bottom Quartile Single Magazine Franchised Businesses 29 Franchised Businesses					
	Average	Median	High	Low	Number (and %) Met or Exceeded Average
Gross Sales	\$238,521	\$240,160	\$271,026	\$195,161	15 (52%)
Cash Received	\$227,139	\$224,149	\$264,194	\$183,221	13 (45%)
Costs	\$181,234	\$179,623	\$213,203	\$173,507	9 (31%)
Publisher Profits	\$46,657	\$43,830	\$81,575	\$11,422	13 (45%)

B. Monthly Advertising Value for Franchised Businesses

Presented below in Chart C are the average, median, and other monthly Advertising Value figures attained during the 2024 calendar year by the 132 Franchised Businesses that have been operating for at least 12 months, as of December 31, 2024. The 132 Franchised Businesses are broken down by quartile based on Gross Sales, in the same manner as described in Part A above. Each of the Franchised Businesses that are included in Chart C below operated continuously throughout the entire 2024 calendar year.

Franchised Businesses with More Than One Magazine				
	First Quartile 4 Franchised Businesses	Second Quartile 5 Franchised Businesses	Third Quartile 5 Franchised Businesses	Fourth Quartile 5 Franchised Businesses
Number of Franchised Businesses	4	5	5	5
Average Monthly Advertising Value	\$1,397,794	\$921,868	\$763,537	\$562,162
Number (and Percentage) of Franchised Businesses that Attained a Greater Than Average Monthly Advertising Value	2 (50%)	2 (40%)	2 (40%)	3 (60%)
Median Monthly Advertising Value	\$1,389,313	\$888,367	\$731,349	\$580,444
Highest Monthly Advertising Value	\$1,665,289	\$991,553	\$861,098	\$657,768
Lowest Monthly Advertising Value	\$1,147,261	\$876,256	\$709,094	\$443,322

Single Magazine Franchised Businesses				
	First Quartile 28 Franchised Businesses	Second Quartile 28 Franchised Businesses	Third Quartile 28 Franchised Businesses	Fourth Quartile 29 Franchised Businesses
Number of Franchised Businesses	28	28	28	29
Average Monthly Advertising Value	\$575,063	\$366,754	\$303,951	\$238,521
Number (and Percentage) of Franchised Businesses that Attained a Greater Than Average Monthly Advertising Value	13 (46%)	12 (43%)	16 (57%)	15 (52%)
Median Monthly Advertising Value	\$560,251	\$359,641	\$308,355	\$240,160
Highest Monthly Advertising Value	\$964,638	\$427,445	\$325,963	\$271,026
Lowest Monthly Advertising Value	\$435,896	\$327,219	\$272,183	\$195,161

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.

“Publisher Profits” 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.

In preparing the above financial performance representations, there were 184 Franchised Businesses operating 212 magazines of December 31, 2024. We excluded data for 50 Franchised Businesses operating 50 magazines that were operating less than 12 months as of December 31, 2024 and data for 13 Franchised Businesses operating 13 magazines that transferred to other franchisees in 2024. We also excluded for 16 Franchised Businesses operating magazines that were terminated in 2024 and for 5 Franchised Business operating 5 magazines that was reacquired by us in 2024. One of these Magazines had been operating 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 2022-2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	118	150	+32
	2023	150	181	+31
	2024	181	208	+27
Company-Owned	2022	0	3	+3
	2023	3	2	-1
	2024	2	2	+0
Total Outlets	2022	118	153	+35
	2023	153	183	+30
	2024	183	210	+27

Table No. 2
Transfers of Outlets From Franchisees to New Owners
(Other than the Franchisor)
For Years 2022-2024

State	Year	Number of Transfers
Alabama	2022	0
	2023	0
	2024	0
Arizona	2022	0
	2023	2
	2024	1
California	2022	1
	2023	0
	2024	0
Colorado	2022	3
	2023	0
	2024	1
Florida	2022	0
	2023	2
	2024	0
Georgia	2022	0
	2023	0
	2024	1
Kansas	2022	0
	2023	0
	2024	2
Massachusetts	2022	1
	2023	1
	2024	1