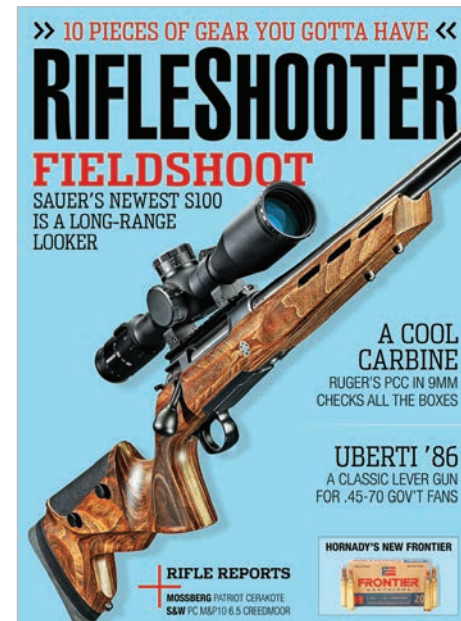


RIFLESHOOTER

2019 MEDIA KIT

rifleshootermag.com



RIFLESHOOTER

RifleShooter, the No. 1 rifle-only media brand in the country, provides the most informed, expert coverage on all rifle products, including detailed range and field tests, reviews, evaluations, gunsmithing advice, accessorizing information and accuracy-optimizing tips. The RifleShooter audience is also kept abreast of the most pressing gun-oriented legislative issues. Advertisers looking for proactive opinion-leaders should look no further than Petersen's RifleShooter.



RIFLESHOOTER MEDIA KIT

At A Glance

Take advantage of this diverse, active and influential consumer by leveraging the synergies of the RifleShooter brand

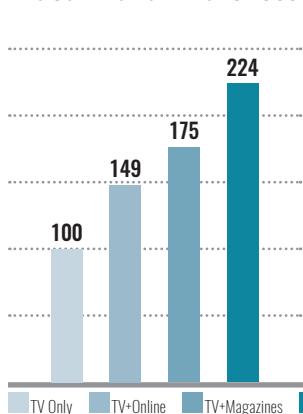
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was the most effective in driving online traffic — and that traffic increased considerably when URLs were included in advertising and marketing messages.

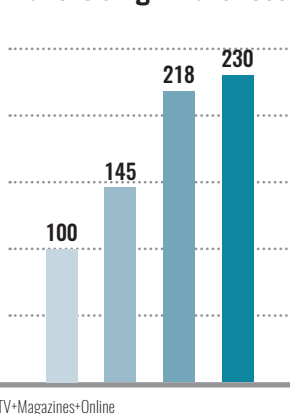
Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index vs. TV Alone)

Aided Brand Awareness



Advertising Awareness



Note: Results reflect the impact of different media combinations expressed as an index of TV as the base medium



Circulation	55,875
Frequency	Bi-monthly
Total Audience	614,625
Male/Female (%)	86/14
Median Age	46.7
Average Household Income	\$91,100

Shooting and the American Consumer*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States — and the 2016 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work — including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Sources: MRI, Doublebase 2017 (Audience, Age and M/F). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelara subscriber study (HHI), Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007. Circulation, June 2018 AAM.

MARCH / APRIL 2019

Reloading Guide:

The latest in new equipment, components and resources.

MAY / JUNE 2019

Varmint Guide:

New guns, ammo and accessories for varmints large and small.

JULY / AUGUST 2019

Gearing Up for Precision Rifle:

Guns, ammo, optics and accessories for long-range competition or plinking.

Hunting Rifle Prep: Gear and skills to get you ready for hunting season.

SEP. / OCT. 2019

Big Game Rifle Guide:

All the hot new centerfire rifles, with our exclusive price-ranked chart listing available calibers

NOV./DEC. 2019

Practical Deer Ammo:

Common sense loads for whitetails and mule deer.

JAN./FEB. 2020

Cold Weather Considerations:

Tips for keeping rifles shooting well when temperatures drop.

Rifle Care Guide: Special section on gun cleaning, with expert advice and the latest tools and chemicals

Closing Date

November 7, 2018

On Newsstand

January 15, 2019

Closing Date

January 4, 2019

On Newsstand

March 12, 2019

Closing Date

March 12, 2019

On Newsstand

May 14, 2019

Closing Date

May 10, 2019

On Newsstand

July 16, 2019

Closing Date

July 15, 2019

On Newsstand

September 7, 2018

Closing Date

September 17, 2019

On Newsstand

November 19, 2019



DEPARTMENTS

Lands & Grooves: A reader-favorite mash-up of news, classic guns, caliber comparisons, hands-on product reviews and more.

All That Brass: Reloading tips, tactics and product reviews for handloaders of all levels

Tactical Technology: The latest on modern military-style firearms, optics and ammo

Last Page: Craig Boddington's musings on guns, ammunition, optics and other topics.



Print Audience	614,625	Median Age	46.7
Average Household Income	\$91,100	Married	75%
Average Net Worth	\$532,000	Have Children	25%
Men/Women %	86/14	Attended College	67%

66% of readers belong to a Gun Club

87% of readers recommend or advise others on the purchase of Firearms, Ammunition or Related Equipment Annually

WHAT THEY OWN

87% OWN A HANDGUN

- 66% Revolvers Centerfire
- 45% Automatic Pistols Centerfire
- 42% Automatic Pistols Rimfire

92% OWN A SHOTGUN

- 68% Pump Action
- 50% Semi-Automatic
- 38% Single Shot

98% OWN A RIFLE

- 87% Bolt-Action Centerfire
- 52% Lever-Action Centerfire
- 42% Semi-Automatic Centerfire

42% OWN AN AIRGUN

97% OWN A SCOPE

- The average Rifleshooter reader owns 8.5 scopes
- 99% own a Rifle scope
- 33% own a Handgun scope
- 18% own a Shotgun scope

WHAT THEY HUNT

- 82% participate in Big Game Hunting
- 70% participate in Small Game Hunting
- 67% participate in Varmint Hunting
- 48% participate in Upland Game Bird Hunting

AMMUNITION

- 74% reload own ammunition
- 92% use reloaded ammunition for Rifle
- 87% use reloaded ammunition for Target Shooting
- 87% use reloaded ammunition for Handgun
- 67% use reloaded ammunition for Hunting
- 1,397; average number rounds reloaded annually

VEHICLE

- 64% owns/lease 1+ Pick Up Truck(s)
- 38% owns/lease 1+ Sport Utility Vehicle
- 13% owns/lease 1+ Van
- 71% own/lease Domestic Only
- 19% owns/leases Import and Domestic
- 47% of readers are personally responsible for maintaining vehicle(s)
- 84% of readers change own Motor Oil annually
- 45% of readers purchased Aftermarket Auto Accessories annually

DIY

- 66% of readers or other household members did household improvements in Last 12 months

2019 RifleShooter Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH/APRIL	Reloading Guide	11/7/18	1/15/19
MAY/JUNE	Varmint Guide	1/4/19	3/12/19
JULY/AUGUST	Gearing Up for Precision Rifle Hunting Rifle Prep	3/12/19	5/14/19
SEPTEMBER/OCTOBER	Big Game Rifle Guide	5/10/19	7/16/19
NOVEMBER/DECEMBER	Practical Deer Ammo	7/15/19	9/7/19
JANUARY / FEBRUARY '20	Cold Weather Considerations Rifle Care Guide	9/17/19	11/19/19



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x	12 x
1 Page	\$5,726	\$5,561	\$5,386	\$5,059	\$4,742
2/3 Page	4,577	4,458	4,326	4,054	3,803
1/2 Page	3,726	3,616	3,507	3,289	3,082
1/3 Page	3,157	3,080	2,972	2,775	2,622
1/4 Page	2,644	2,556	2,491	2,328	2,186
1/6 Page	2,218	2,141	2,076	1,956	1,814

2-Color	1x	3 x	6 x	9 x	12 x
1 Page	\$4,481	\$4,349	\$4,207	\$3,945	\$3,715
2/3 Page	3,497	3,388	3,278	3,082	2,885
1/2 Page	2,763	2,677	2,611	2,437	2,285
1/3 Page	2,163	2,067	2,021	1,913	1,781
1/4 Page	1,780	1,716	1,683	1,585	1,476
1/6 Page	1,464	1,442	1,409	1,301	1,212

B&W	1,409	3 x	6 x	9 x	12 x
1 Page	\$3,573	\$3,486	\$3,375	\$3,169	\$2,961
2/3 Page	2,732	2,644	2,556	2,404	2,262
1/2 Page	2,163	2,087	2,021	1,913	1,781
1/3 Page	1,617	1,573	1,518	1,420	1,334
1/4 Page	1,267	1,224	1,179	1,103	1,038
1/6 Page	895	874	842	787	732
1/12 Page	458	458	458	458	458
Inch	207	197	197	185	152

Covers	197	3 x	6 x	9 x	12 x
Cover 2	6,588	\$6,381	\$6,195	\$5,825	\$5,453
Cover 3	6,305	6,119	5,933	5,562	5,212
Cover 4	\$7,462	7,234	7,004	6,579	6,162



Typical Advertising Sizes and Mechanical Specifications

Trim Size: 7 3/4" w x 10 1/2" h

1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

2. Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.125 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

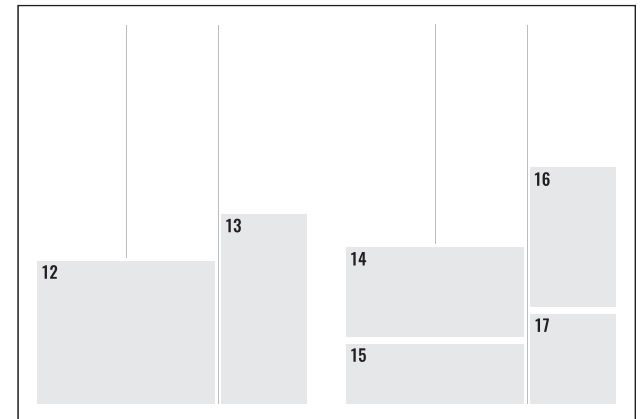
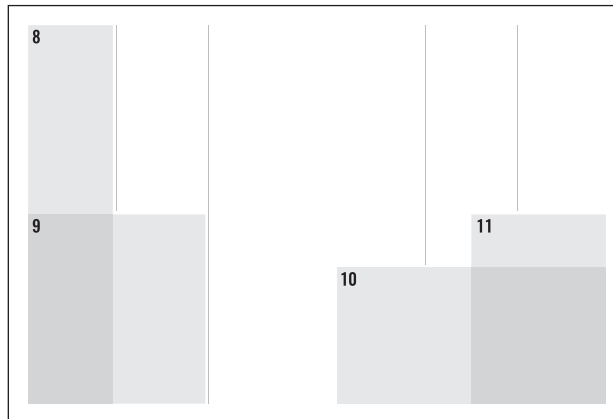
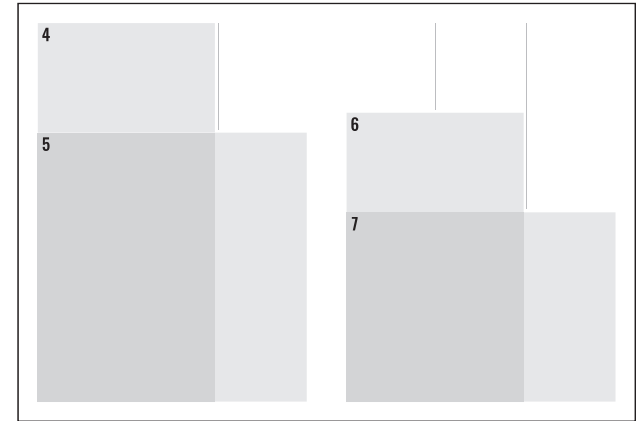
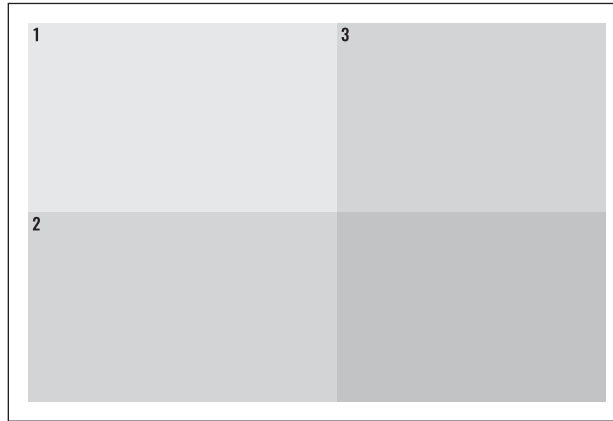
Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One Inch Banner

Non-Bleed: 6.75 x 1

19. Two Inch Banner

Non-Bleed: 6.75 x 2

20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

22. Six Inch Vertical

Non-Bleed: 2.125 x 6

23. One Inch 2-Column

Non-Bleed: 4.375 x 1

24. One Inch Vertical

Non-Bleed: 2.125 x 1

SWOP—standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim — The edge of the page.

Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Terms and Conditions

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

General Production Information•

Production Manager
RifleShooter
2 News Plaza
Peoria, IL 61614
309-679-5085
Kathryn.McGlothlen@outdoorsg.com

Trim Size• 7¾-in. wide x 10½-in. high

Non-Bleed• ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed• ⅛-in. outside the trim. Elements that “bleed off” trimmed page should extend at least ⅛-in. beyond trim.

Trim• The edge of the page.

Safety• ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.



Advertising File Requirements•

OSG requires that ads be submitted in PDF/X-1a format.

Files must have•

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

Advertising File Submission•

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

<https://osg.sendmyad.com>

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



2019 Special Interest Publications

BOOK OF AR-15 I



Distribution: 180,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 11/29/18
On-Sale Dates: 2/5/19
6/18/19

4-Color Page: \$5,995
1/2 Page: 3,149
1/3 Page: 2,195
1/4 Page: 1,995

MODEL 1911



Distribution: 105,000

The most comprehensive guide to the venerable handgun created by John M. Browning 100 years ago - reviewing all of the pistol's current variations and chamberings.

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TRIGGER



Distribution: 90,000

TRIGGER places the lifestyle of gun ownership to learn why we shoot, how we socialize, what we use, whom to watch and who inspires us.

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 II



Distribution: 95,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 1/18/19
On-Sale Date: 3/26/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Spring Issue
Closing Date: 1/28/19
On-Sale Date: 4/2/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

MATCH



Distribution: 90,000

SIP focused on the competitive shooting lifestyle. Covers all major disciplines of shooting sports, from action pistol to long-range rifle to archery and clay target shooting. There will also be an Olympic tie in for the 2020 games. Will have a profile of the gear used to win matches.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RED DOT



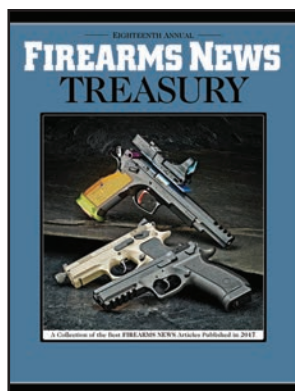
Distribution: 90,000

An entire issue dedicated to red-dot-equipped firearms. Learn the advantages (and disadvantages) of equipping your carry/competition/hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool. Focuses on products/tactics/training with red-dot-equipped firearms.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TREASURY



Distribution: 95,000

The *Firearms News Treasury* brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

Closing Date: 3/18/19
On-Sale Date: 5/14/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390

RIMFIRE



Distribution: 90,000

Last produced in 2014, *Rimfire* magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

Closing Date: 4/22/19
On-Sale Date: 6/25/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BE READY: SURVIVAL GUNS



Distribution: 90,000

The ultimate resource for information on the firearms that will help you stay alive when most others don't.

Closing Date: 5/17/19
On-Sale Date: 7/23/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 III



Distribution: 90,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 6/3/19
On-Sale Date: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PISTOL



Distribution: 80,000

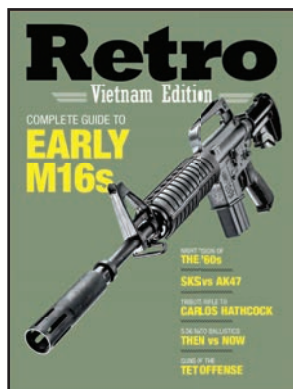
PISTOL brings pithy commentary to the politics, products, and lifestyles surrounding the handguns culture.

Closing Date: 6/3/19
On-Sale Dates: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RETRO



Distribution: 90,000

A coffee-table magazine showing the firearms used by U.S. and Vietnamese forces. Products (both new and old) will be the focus, but the issue will also include short stories from Vietnam war veterans.

Closing Date: 6/17/19
On-Sale Dates: 8/20/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Fall Issue
Closing Date: 6/28/19
On-Sale Date: 9/3/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PERSONAL DEFENSE



Distribution: 90,000

Readers will learn about defense-related firearms. Articles surrounding less- and non-lethal personal and home protection are also included.

Closing Date: 7/22/19
On-Sale Date: 9/24/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

CARBINE



Distribution: 85,000

The definitive source for all things carbine, from semi-autos to single shots to lever actions.

Closing Date: 7/29/19
On-Sale Date: 10/1/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

GUNS & AMMO ANNUAL



Distribution: 210,000

The *Guns & Ammo Annual* is the most comprehensive guide to the shooting sports ever produced.

Closing Date: 7/29/19
On-Sale Date: 10/1/19
Jan 2020

4-Color Page: \$8,343
1/2 Page: 4,172
1/3 Page: 2,884
1/4 Page: 2,034

DUTY GUNS & GEAR FOR LAW ENFORCEMENT



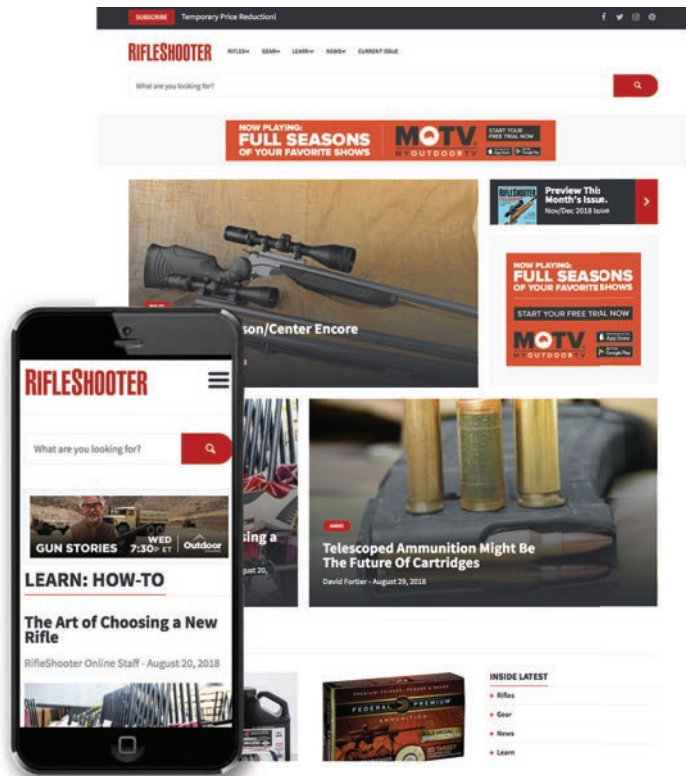
Distribution: 90,000

A magazine for cops, by cops. Covering a wide variety of products, from guns to clothing to flashlights, less-lethal devices and vehicle-related equipment. It will also cover tips and lessons from the best law enforcement trainers around.


Closing Date: 9/3/19
On-Sale Dates: 11/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

Rifleshooter online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on localized hunting and shooting, presented with engaging video content, extensive forecasts, gear reviews and access to the hunting and shooting community.



190k 
Avg. Monthly Uniques

37.4 
Median Age

Average HHI	\$90,400
Male (%)	95%
Annual Page Views	7,584,346
Avg. Time Spent	1:34
Pages Per Session	2.7
Traffic From Mobile/Tablet	61%
eNewsletter Subscribers	24,200
Social Media Followers	25,473

Annual Frequency: 6 times/year
Field Served: For the dedicated and serious rifle enthusiast.
Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
46,376	9,499	55,875	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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	43,346	2,137	45,483	264		264	43,610	2,137	45,747	8,722	33	8,755	52,332	2,170	54,502
Mar/Apr	44,614	2,400	47,014	264		264	44,878	2,400	47,278	10,671	76	10,747	55,549	2,476	58,025
May/Jun	43,417	2,422	45,839	264		264	43,681	2,422	46,103	8,940	56	8,996	52,621	2,478	55,099
Average	43,792	2,320	46,112	264		264	44,056	2,320	46,376	9,444	55	9,499	53,500	2,375	55,875

PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$19.94

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.

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(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,609

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 227

Included in Paid Circulation:

Individual Subscriptions
 Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:
 Individuals