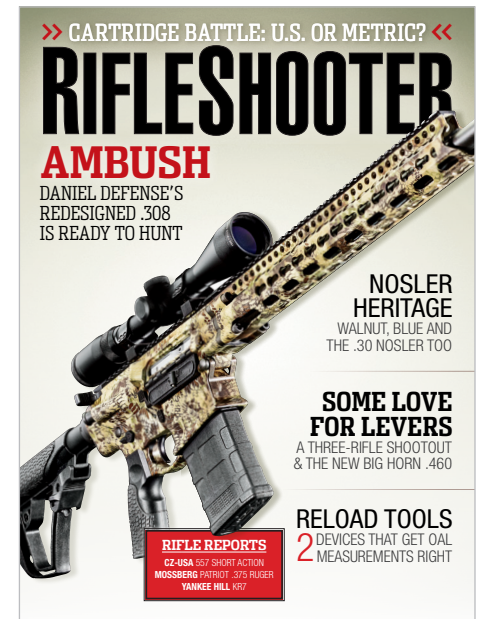


# RIFLESHOOTER

## 2017 MEDIA KIT

[rifleshootermag.com](http://rifleshootermag.com)



# RIFLESHOOTER

**Rifleshooter** the number-one rifle-only media brand in the country provides the most informed, expert coverage on all rifle products with detailed range and field tests, reviews, evaluations, gunsmithing advice, accessorizing and accuracy optimization. The RifleShooter audience is also kept abreast of the most pressing gun-oriented legislative issues - and advertisers looking for proactive opinion-leaders should look no further than Petersen's RifleShooter.



# RIFLESHOOTER MEDIA KIT

## 2017 Rifleshooter at a Glance

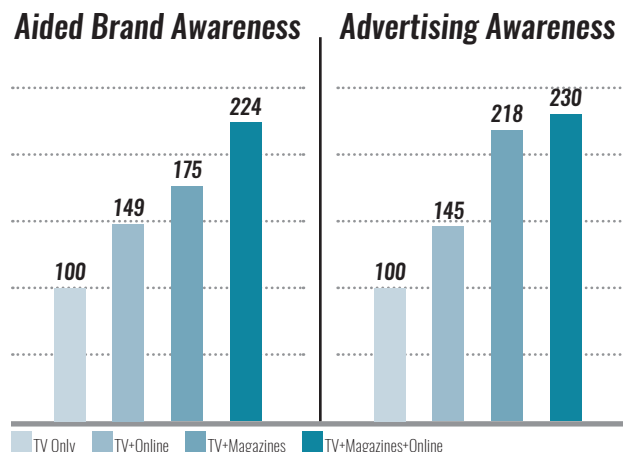
### Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

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)



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



Circulation	60,481
Frequency	Bi-monthly
Total Audience	270,748
Male/Female (%)	87/13
Median Age	39
Average Household Income	\$79,100

### 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, SPRING 2016; AAM, JUNE 2016; 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.

### MARCH / APRIL 2017

- Best New Handloading Gear (components, tools, reference guides)

**Closing Date**

November 8, 2016

**On Newsstand**

January 17, 2017

### MAY / JUNE 2017

- Varmint buyer's guide (guns, ammo, optics, accessories)

**Closing Date**

January 30, 2017

**On Newsstand**

April 4, 2017

### JULY / AUGUST 2017

- Riflescope buyer's guide (new scopes, rings)

**Closing Date**

April 3, 2017

**On Newsstand**

June 6, 2017

### SEP. / OCT. 2017

- Hunting rifle buyer's guide

**Closing Date**

May 12, 2017

**On Newsstand**

July 18, 2017

### NOV./DEC. 2017

- Christmas gift guide (guns, optics, accessories)

**Closing Date**

July 31, 2017

**On Newsstand**

October 3, 2017

### JAN./FEB. 2018

- Special rimfire section (guns, ammo, optics)

**Closing Date**

September 19, 2017

**On Newsstand**

November 21, 2017

	<i>% Comp</i>
Total Audience	270,748
Men	87%
Women	13
Median Age	39
Married	75%
Children in Household	25
Attended College	67
Management/Professional	33%
Tradesmen/Craftsmen	48
Average Household Income	\$79,100
Average Net Worth	\$532,000
Own a Handgun	87%
Revolvers Centerfire	66
Automatic Pistols Centerfire	45
Automatic Pistols Rimfire	42
Own a Shotgun	92%
Pump Action	68
Semi-Automatic	50
Single Shot	38
Own a Rifle	98%
Bolt-Action Centerfire	87
Lever-Action Centerfire	52
Semi-Automatic Centerfire	42
Own an Airgun	51%

	<i>% Comp</i>
Reload Own Ammunition	74%
Use Reloaded Ammunition for Rifle	92
Use Reloaded Ammunition for Target Shooting	87
Use Reloaded Ammunition for Handgun	87
Use Reloaded Ammunition for Hunting	67
Average Number of Rounds Reloaded, Past 12 Months	1,397
Own a Scope	97%
Own Rifle Scope	99
Own Handgun Scope	33
Own Shotgun Scope	18
Average Number of Scopes Owned, Total	8.5
Recommended/Advised Others on the Purchase of Firearms, Ammunition or Related Equipment, Past 12 Months	87%
Belong to a Gun Club	66%
Participate in Big Game Hunting	82
Participate in Small Game Hunting	70
Participate in Varmint Hunting	67
Participate in Upland Game Bird Hunting	48
Household Owns/Leases 1+ Pick Up Truck(s)	64%
Household Owns/Leases 1+ Sport Utility Vehicle	38
Household Owns/Leases 1+ Van	13
Household Owns/Leases Domestic Only	71
Household Owns/Leases Import and Domestic	19
Personally Responsible for Maintaining Vehicle(s)	47%
Changed Own Motor Oil, Past 12 Months	84
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 Months	45
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 Months	66%

### 2017 Rifleshooter Magazine

<b>Issue</b>	<b>Ad Space Close/Materials Due</b>	<b>Newsstand on Sale</b>
January / February	9/19/16	11/22/16
March/April	11/8/16	1/17/17
May/June	1/30/17	4/4/17
July/August	4/3/17	6/6/17
September/October	5/12/17	7/18/17
November/December	7/31/17	10/3/17



# RIFLESHOOTER *MEDIA KIT*

## 2017 General Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>	<b>12 x</b>
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

<b>2-Color</b>	<b>1x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>	<b>12 x</b>
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>B&amp;W</b>	<b>1,409</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>	<b>12 x</b>
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


<b>Covers</b>	<b>197</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>	<b>12 x</b>
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

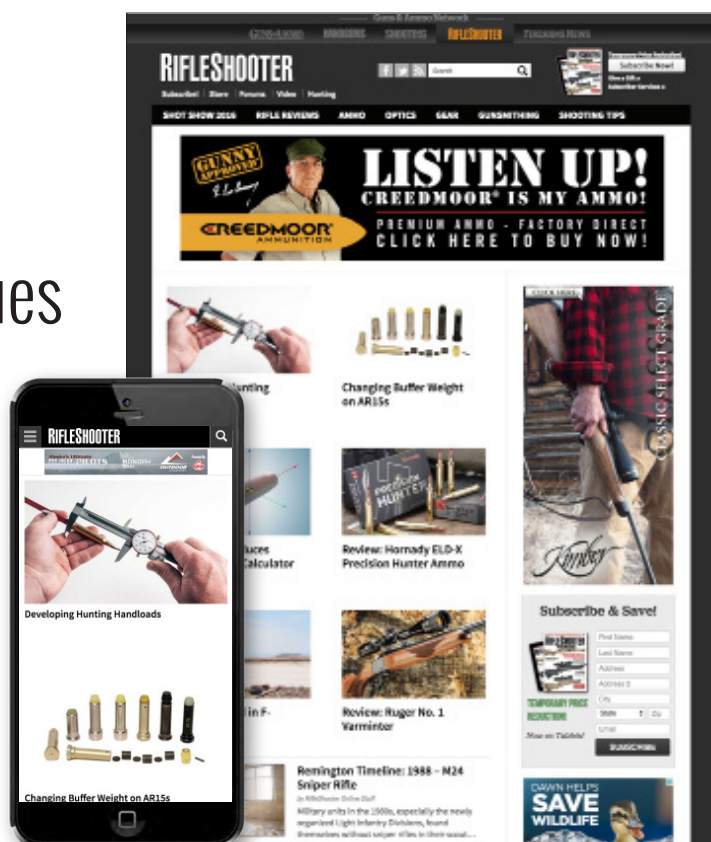
<b>Centerfold</b>	<b>1x</b>	<b>3 x</b>	<b>6 x</b>	<b>12 x</b>
	\$??	\$??	\$??	\$??



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

198k   
Average Monthly Uniques

35.7   
Median Age



### At A Glance

Average HHl	\$86,900
Male (%)	94%
Annual Page Views	9,172,220
Average Time Spent	1:46
Pages Per Session	3.2
Traffic From Mobile/Tablet Devices	57%
eNewsletter Subscribers	20,000
Social Media Followers	23,569

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015-July 2016. Social Data as of November 2016. MRI Doublebase 2015: Income and Age for websites reflects the audience for RifleShooter combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with  
Visually Engaging Display Ads.

## IMPROVED PERFORMANCE

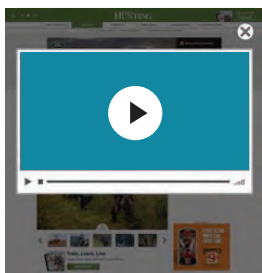
OSG Network CTR performs 50% better  
than standard industry benchmarks.

OSG  
Network

.21 CTR

Standard Industry  
Benchmarks

.14 CTR



### VIDEO

Pre Roll (:15 or :30 sec)  
Interstitial  
In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)



### MOBILE / TABLET

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

#### Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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#### World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

IDEAL FOR BRAND RECOGNITION AND RECALL

*Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.*

## IMPROVED PERFORMANCE

18%

Higher Lift In  
Purchase Intent

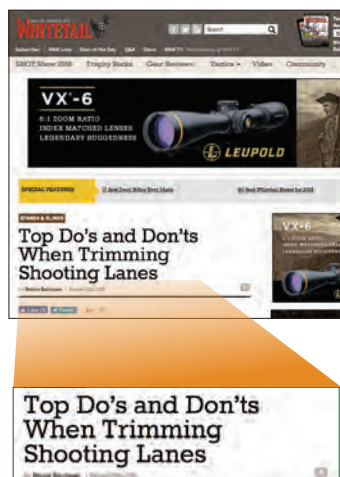
25%

More Engagement

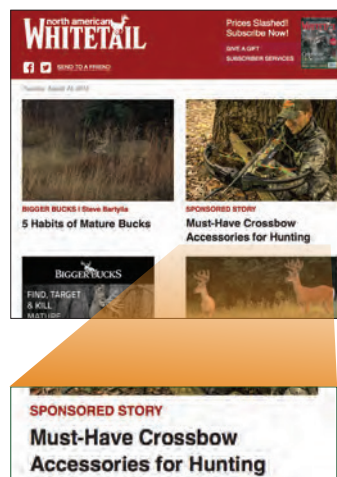
### Native Ads



### Your Content



### E-Newsletter



### eCommerce Widget



Content to be shared across social.

## PACKAGES

### Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices

Source: Polar 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information



**FISHING**



**HUNTING**



**SHOOTING**

## OVER 1 MILLION

*Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.*

### eNewsletter:

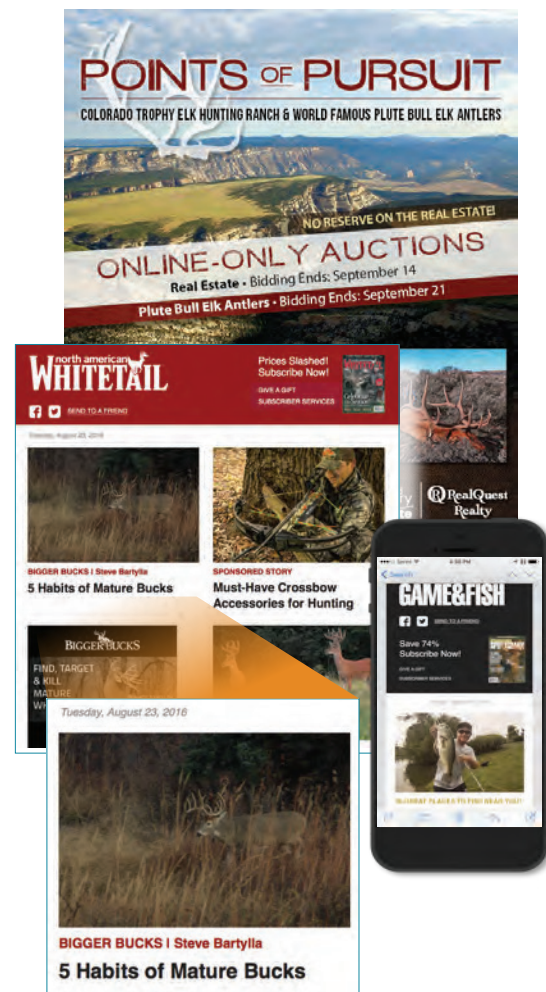
- (1) 300x250 ad surrounding the content area
- Reporting

### High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

### eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



**In-Fisherman**

**FLY FISHMAN**

**GAME&FISH**

**FLORIDA SPORTSMAN**

**BassFan**

**WORLD FISHING NETWORK**

**PETERSEN'S BOWHUNTING**

**WILDFOWL HUNTING**

**PETERSEN'S SPORTSMAN CHANNEL**

**GUN DOG**

**north american WHITETAIL**

**Bowhunter**

**SHOOTING TIMES**

**RIFLESHOOTER**

**FIREARMS NEWS**

**HANDGUNS**

**GUNS&AMMO**

**SPORTSMEN VOTE**

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

## HIGH IMPACT



Unit	Size	CPM	Road Block CPM	Takeover CPM
<b>DESKTOP</b>			<b>\$26</b>	<b>\$65</b>
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
<b>MOBILE</b>			<b>\$28</b>	
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓	
Medium Rectangle	320x250	\$10	✓	
<b>TABLET</b>				<b>\$35</b>
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓
<b>VIDEO</b>				
Pre-Roll		\$25		
Interstitial/In-Stream		\$15		
<b>NATIVE</b>				
Custom Content		\$7,500 Flat Rate		
Editorial Sponsorships		\$5,500 Flat Rate		
E-Commerce Widget		\$25		
<b>E-MAIL</b>				
E-Newsletter		Contact Your Sales Representative For More Details		
E-Blast		\$150		

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.  
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

\*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

### 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

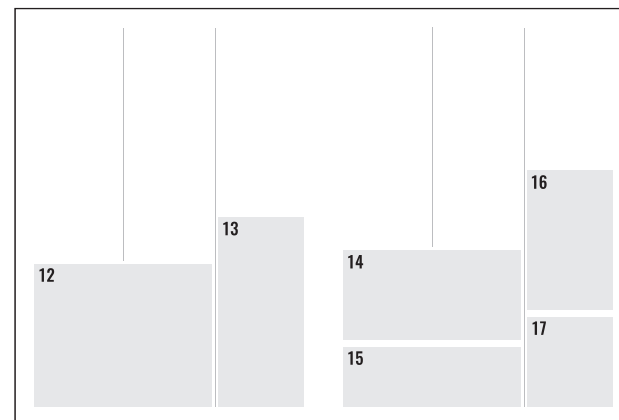
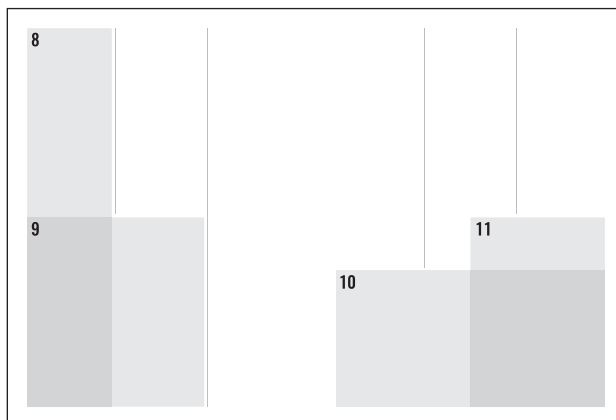
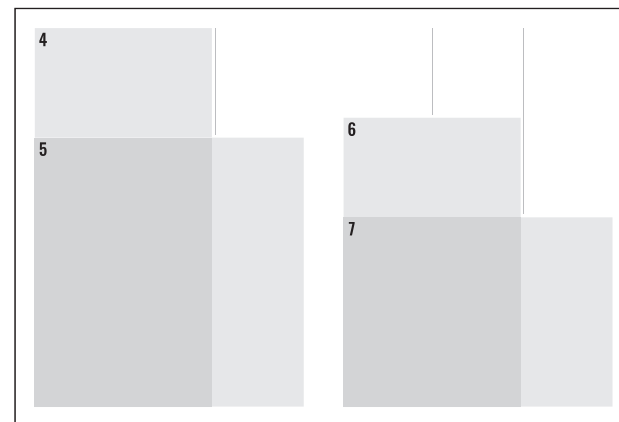
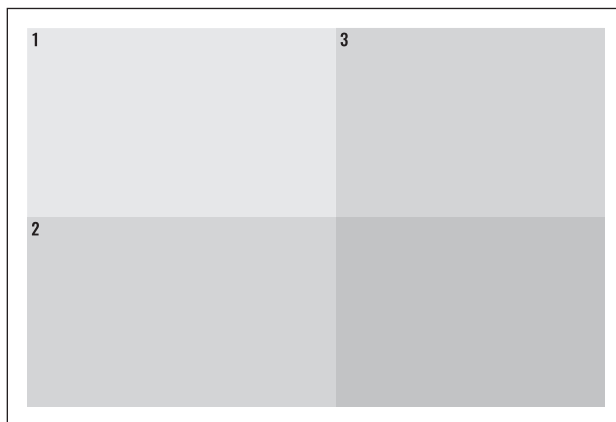
Non-Bleed: 4.375 x 2.25

#### 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:***

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- 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.may@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:

[osg.sendmyad.com](http://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.



## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

# RIFLESHOOTER

Annual Frequency: 6 times/year

Field Served: For the dedicated and serious rifle enthusiast.

Published by Outdoor Sportsman Group - Integrated Media

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
48,044	12,437	60,481	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	45,639	2,554	48,193	551		551	46,190	2,554	48,744	12,454	66	12,520	58,644	2,620	61,264
Mar/Apr	44,706	2,849	47,555	550		550	45,256	2,849	48,105	11,993	149	12,142	57,249	2,998	60,247
May/Jun	44,342	2,391	46,733	550		550	44,892	2,391	47,283	12,560	87	12,647	57,452	2,478	59,930
<b>Average</b>	<b>44,896</b>	<b>2,598</b>	<b>47,494</b>	<b>550</b>		<b>550</b>	<b>45,446</b>	<b>2,598</b>	<b>48,044</b>	<b>12,336</b>	<b>101</b>	<b>12,437</b>	<b>57,782</b>	<b>2,699</b>	<b>60,481</b>

### PRICES

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

(1) For statement period

### RATE BASE

None Claimed.

### NOTES

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 139

#### Included in Paid Circulation

Included in paid circulation are copies obtained through:

- Individual Subscriptions
- Single Copy Sales

#### Included in Verified Circulation

Included in verified circulation are copies distributed to:

- Individuals

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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Planning Director

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## RATE BASE

None Claimed.

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,859

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 233

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