



# GUNS&AMMO

## 2026 MEDIA KIT

gunsandammo.com



# GUNS&AMMO

**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category — in print (Guns & Ammo magazine), online ([gunsandammomag.com](http://gunsandammomag.com)) and on TV (Guns & Ammo TV).

For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.





## Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

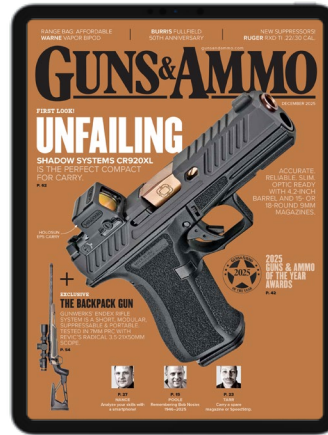
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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 most effective in driving online traffic – and that traffic increased considerably when URLs were included in advertising and marketing messages.

## Ads in Magazines are in a more synergistic environment ...

57% of adults 18-49 says **ads fit well with the content**, more than other media

- Ads in Magazines Fit Well with the Content – 57%
- Ads on Ad-Supported TV Fit Well with the Content – 46%
- Digital Ads Fit Well with the Content – 41%



## GUNS & AMMO: KEY BRAND FACTS

Circulation:	304,706
Frequency:	12x/Year
Total Audience:	6,549,000
Average Household Income:	\$108,050

## Shooting and the American Consumer

Guns & Ammo readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not know about this influential market include:

- Based on NICS, background data and manufacturing records, it's estimated that there a total of **500 million civilian owned firearms** in the U.S.
- In 2024, 32% of Americans (107MM people) reported that they personally own a firearm .
- More than 52.7MM people engage in sport and target shooting in the US.
- The sports gun market is expected to reach \$2.57 billion in 2025.
- The shooting and gun accessories market is expected to grow to \$8.74 billion in 2025

<b>Total Audience</b>	<b>6,549,000</b>
<b>Average Household Income</b>	<b>\$108,050</b>
<b>Average Net Worth</b>	<b>\$488,381</b>
<b>Men/Women %</b>	<b>80/20</b>
<b>Median Age</b>	<b>47</b>

<b>Subscribed to G&amp;A for 10+ Years</b>	<b>25%</b>
<b>Satisfied with the Content of G&amp;A</b>	<b>92%</b>
<b>Have Read all of the Past 5 Issues of G&amp;A</b>	<b>86%</b>
<b>Pass Along Issues to Family/Friends</b>	<b>47%</b>
<b>Belong to a Gun Club or 2A Organization</b>	<b>46%</b>

## HUNTING

- Any Hunting Last 12 Months – [8%/260 Index](#)
- Hunted With Bow & Arrow Last 12 Months – [4%/237 Index](#)
- Hunted With Handgun Last 12 Months – [3%/275 Index](#)
- Hunted With Shotgun Last 12 Months – [6%/266 Index](#)
- Hunted With Rifle Last 12 Months – [9%/267 Index](#)
- Spent \$100+ on Hunting Clothing Last 12 Months – [5%/277 Index](#)
- Influential Hunting Consumers – [4%/259 Index](#)
- I Have a Great Deal of Knowledge/Experience in Hunting – [14%/224 Index](#)
- My Family/Friends Often Ask/Trust My Advice on Hunting – [10%/209 Index](#)

## AUTOMOTIVE

- Owns/Leases Pickup Truck – [29%/129 Index](#)
- Owns/Leases 2-Door Truck – [10%/137 Index](#)
- Purpose of Owned Pickup Truck: Personal Hauling – [19%/135 Index](#)
- Owns/Leases Full Size SUV – [6%/111 Index](#)
- Owns ATV/UTV – [10%/172 Index](#)
- Owns Utility ATV – [4%/160 Index](#)
- Owns Sport ATV – [3%/205 Index](#)
- Very Likely Intends to Purchase Motorcycle – [2%/159 Index](#)
- Very Likely Intends to Purchase Truck – [5%/133 Index](#)





Issue	Ad Space Close/Materials Due	Newsstand on Sale
February 2026	11/11/25	1/6/26
March 2026	12/9/25	2/3/26
April 2026	1/6/26	3/3/26
May 2026	2/10/26	4/7/26
June 2026	3/10/26	5/5/26
July 2026	4/7/26	6/2/26
August 2026	5/13/26	7/7/26
September 2026	6/10/26	8/4/26
October 2026	7/8/26	9/1/26
November 2026	8/11/26	10/6/26
December 2026	9/8/26	11/3/26
January 2027	10/5/26	12/1/26

\*Subject to change.



4-Color	1x	3x	6x	9x	12x
Full Page	\$43,832	\$42,514	\$41,196	\$39,889	\$38,582
2/3 Page	\$35,945	\$34,889	\$33,809	\$32,719	\$31,627
1/2 Page	\$29,206	\$28,355	\$27,445	\$26,593	\$25,707
1/3 Page	\$24,706	\$23,968	\$23,229	\$22,491	\$21,751
1/4 Page	\$20,672	\$20,058	\$19,433	\$18,820	\$18,183
1/6 Page	\$17,308	\$16,774	\$16,262	\$15,751	\$15,194

2-Color	1x	3x	6x	9x	12x
Full Page	\$33,479	\$32,479	\$31,469	\$30,467	\$29,445
2/3 Page	\$26,751	\$25,956	\$25,150	\$24,331	\$23,547
1/2 Page	\$21,274	\$20,638	\$19,991	\$19,365	\$18,728
1/3 Page	\$16,455	\$15,978	\$15,467	\$14,990	\$14,490
1/4 Page	\$13,727	\$13,297	\$12,899	\$12,467	\$12,080
1/6 Page	\$11,444	\$11,080	\$10,762	\$10,386	\$10,069

B&W	1x	3x	6x	9x	12x
Full Page	\$26,775	\$25,979	\$25,172	\$24,354	\$23,559
2/3 Page	\$20,854	\$20,218	\$19,615	\$18,978	\$18,365
1/2 Page	\$16,455	\$15,978	\$15,467	\$14,990	\$14,490
1/3 Page	\$12,353	\$11,978	\$11,615	\$11,240	\$10,876
1/4 Page	\$9,603	\$9,308	\$9,012	\$8,761	\$8,455
1/6 Page	\$6,852	\$6,649	\$6,455	\$6,250	\$6,046

Covers	1x	3x	6x	9x	12x
Covers 4	\$56,970	\$55,276	\$53,572	\$51,856	\$50,140
Covers 2	\$50,401	\$48,912	\$47,378	\$45,867	\$44,379
Covers 3	\$48,208	\$46,787	\$45,333	\$43,877	\$42,446

## Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> 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 1/2 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

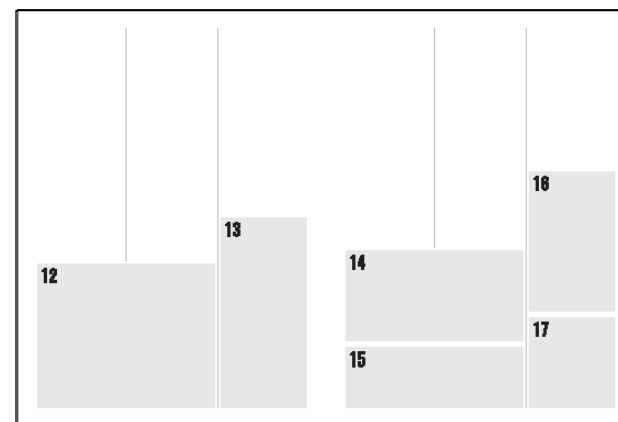
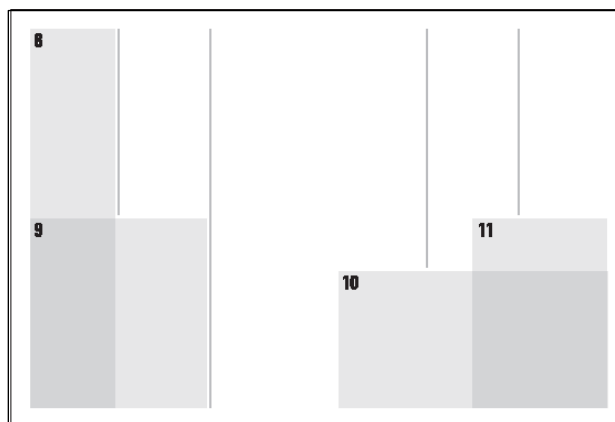
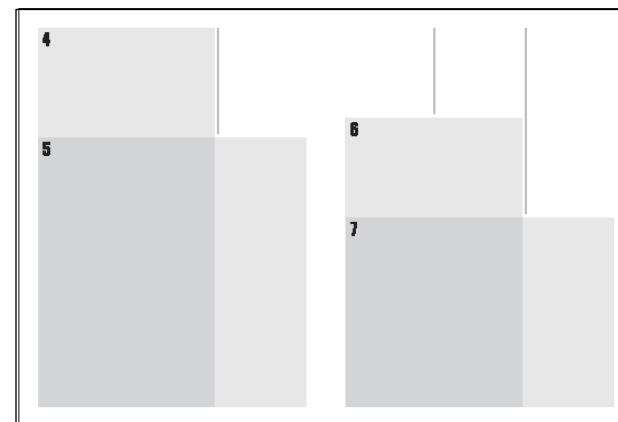
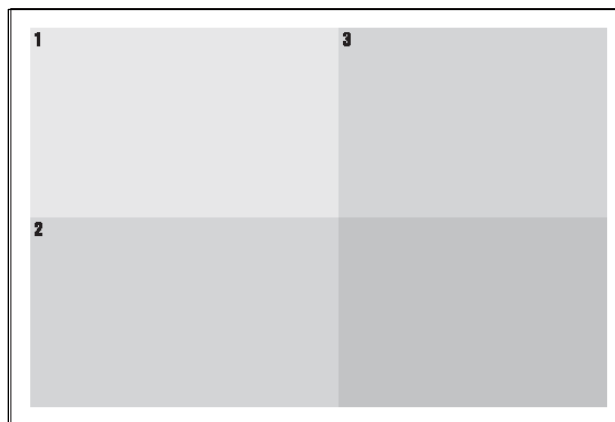
Non-Bleed: 4.375 x 2.25

### 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 Colorado 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 Colorado.



### General Production Information:

Production Manager  
Guns & Ammo  
2 News Plaza  
Peoria, IL 61614  
309-679-5079  
[connie.mendoza@outdoorsg.com](mailto:connie.mendoza@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:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-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:**

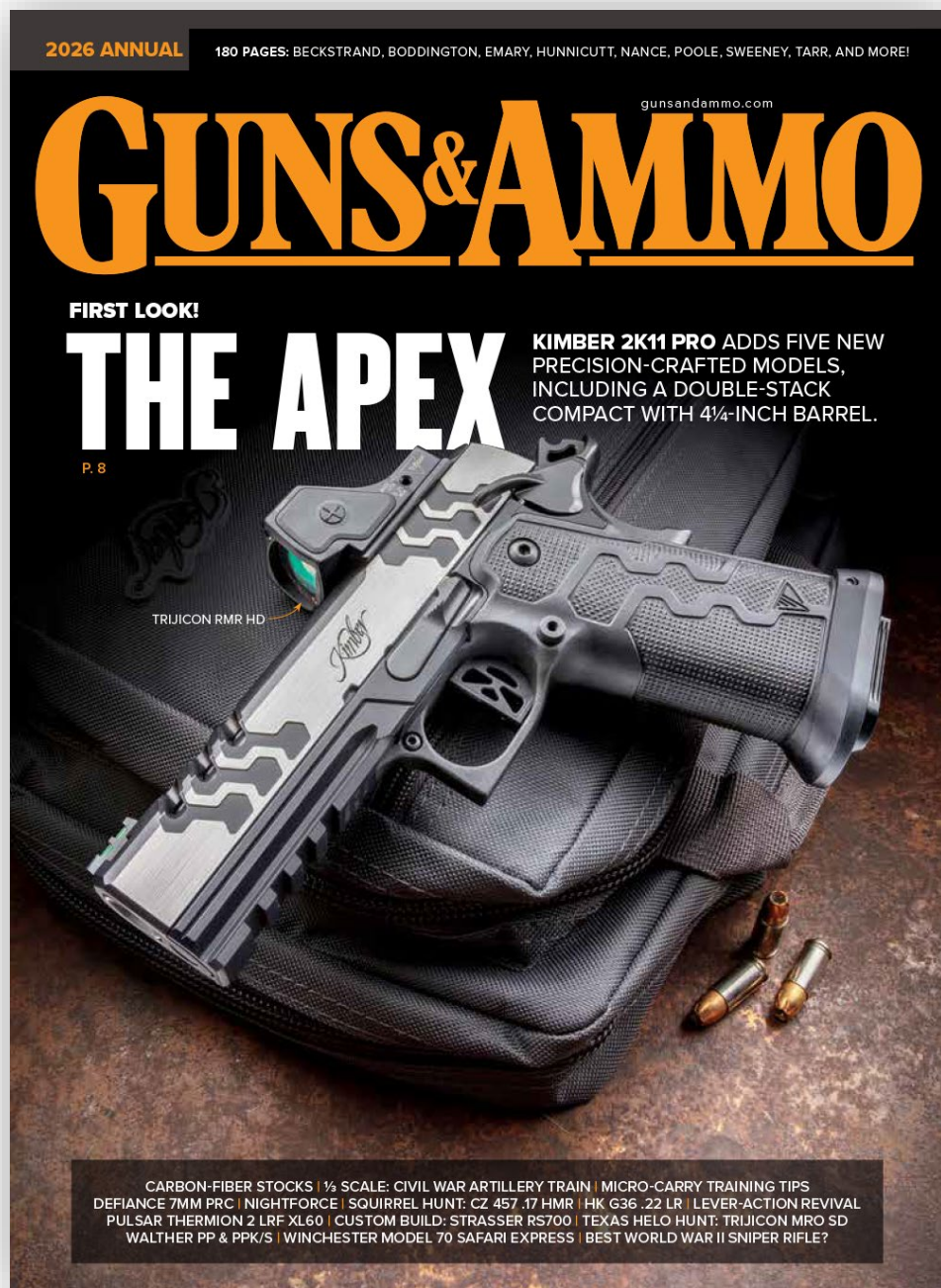
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/ art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 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>





## Guns & Ammo Annual

**Distribution: 210,000**

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

**Closing Date:**  
**On-Sale Dates:**

**8/5/25**  
**10/8/25 & 1/1/26**

<b>4-Color Page:</b>	<b>\$8,937</b>
<b>1/2 Page:</b>	<b>\$4,469</b>
<b>1/3 Page:</b>	<b>\$3,089</b>
<b>1/4 Page:</b>	<b>\$2,179</b>



# 2026 Shooting Special Interest Publications

## BOOK OF AR-15 #1



**Distribution: 180,000**

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 11/25/25**  
**On-Sale: 2/3/26**

Full Page: \$6,442  
1/2 Page: \$3,373  
1/3 Page: \$2,351  
1/4 Page: \$2,137

## PISTOL



**Distribution: 90,000**

The most popular firearm in America is the pistol, and Guns & Ammo PISTOL is your source for exciting, and countless accessories to complement your favorite handgun.

**Ad Close: 12/10/25**  
**On-Sale: 2/17/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #1



**Distribution: 250,000**

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 12/19/25**  
**On-Sale: 3/3/26**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

## MODEL 1911



**Distribution: 90,000**

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.

**Ad Close: 12/24/25**  
**On-Sale: 3/3/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## PRECISION RIFLE SHOOTER #1



**Distribution: 90,000**

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

**Ad Close: 1/9/26**  
**On-Sale: 3/17/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## SUPPRESSOR



**Distribution: 90,000**

The quietest firearm publication is back with a bang. From long-range precision to rimfires, hunting to home defense, we cover suppressors for all types of shooters and firearms.

**Ad Close: 2/4/26**  
**On-Sale: 4/7/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124



# 2026 Shooting Special Interest Publications

## RIMFIRE



**Distribution: 90,000**

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.

**Ad Close: 3/3/26**  
**On-Sale: 5/5/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## RED DOT



**Distribution: 90,000**

Learn the advantages of equipping your carry, competition and hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool.

**Ad Close: 3/3/26**  
**On-Sale: 5/5/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## Guns & Ammo TREASURY



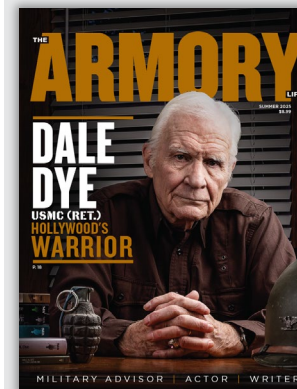
**Distribution: 90,000**

The Guns & Ammo 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.

**Ad Close: 3/24/26**  
**On-Sale: 5/19/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #2



**Distribution: 250,000**

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 3/26/26**  
**On-Sale: 6/2/26**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

# 2026 Shooting Special Interest Publications

## PRECISION HUNTER



**Distribution: 45,000**

Precision Hunter takes "in the field" accuracy to a new level by focusing on the latest advancements in rifles, ammo and optics and the hottest tips and techniques to make you a better big game shot.

**Ad Close: 4/6/26**  
**On-Sale: 6/9/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## CARRY #1



**Distribution: 90,000**

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

**Ad Close: 5/1/26**  
**On-Sale: 7/7/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## 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.

**Ad Close: 5/1/26**  
**On-Sale: 7/7/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## BOOK OF AR-15 #2



**Distribution: 180,000**

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 6/1/26**  
**On-Sale: 8/4/26**

Full Page: \$6,442  
1/2 Page: \$3,373  
1/3 Page: \$2,351  
1/4 Page: \$2,137

## THE ARMORY LIFE #3



**Distribution: 250,000**

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 6/26/26**  
**On-Sale: 9/1/26**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

## PRECISION RIFLE SHOOTER #2



**Distribution: 90,000**

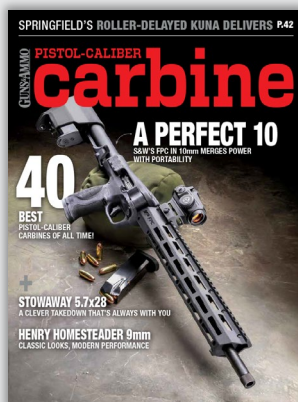
The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

**Ad Close: 6/30/26**  
**On-Sale: 9/1/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

# 2026 Shooting Special Interest Publications

## PISTOL CARBINE



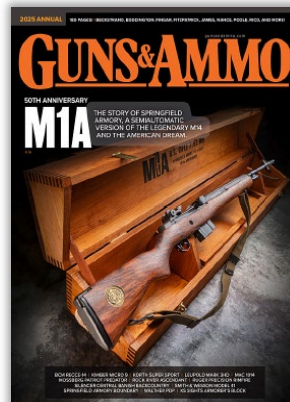
### Distribution: 90,000

Celebrating the unique and exciting class of firearms known as pistol-caliber carbines (PCCs). From Glock mags. From competition to home-defense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

**Ad Close: 7/6/26**  
**On-Sale: 9/8/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## 2027 ANNUAL



### Distribution: 210,000

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

**Ad Close: 8/3/26**  
**On-Sale: 10/6/26**

Full Page: \$8,937  
1/2 Page: \$4,469  
1/3 Page: \$3,089  
1/4 Page: \$2,179

## CARRY #2



### Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

**Ad Close: 8/31/26**  
**On-Sale: 11/3/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #4



### Distribution: 250,000

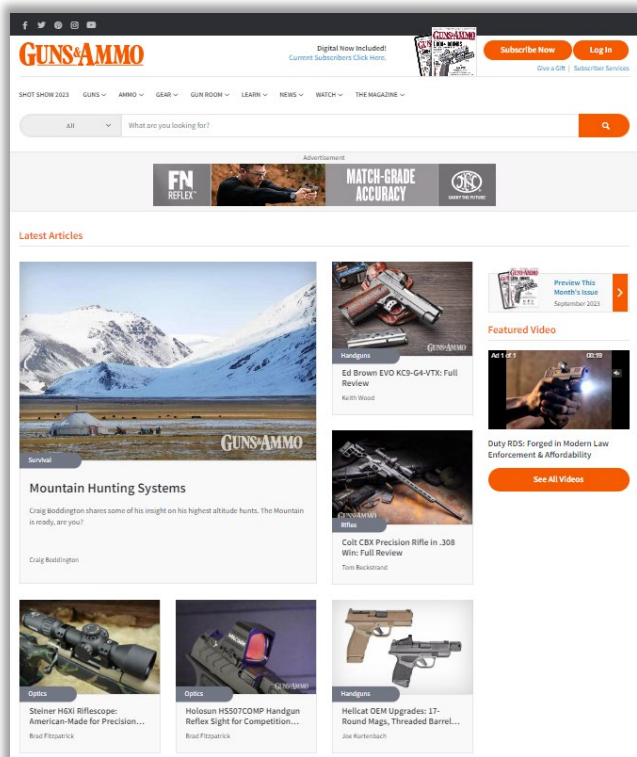
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 9/24/26**  
**On-Sale: 12/1/26**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339



**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category – in print (Guns & Ammo magazine), online (gunsandammomag.com) and on TV.



# 356K

AVG. MONTHLY UNIQUES

# 6.9MM

ANNUAL PAGEVIEWS

**Male (%)** 79%

**Average Time Spent** 2:26

**Pages Per Session** 1.627

**Traffic From Mobile/Tablet** 73%

**eNewsletter Subscribers** 74,000

**Social Media Followers** 1,164,980

**Bonus: Engagement Rate** 81%

#### Sources:

Google Analytics 4: September 2024 – August 2025

Social Followers – Sprout Social: As of August 2025.

Email Subscribers – Whatcounts Email Sending: As of August 2025.



## Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

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Annual Frequency: 12 times/year

Field Served: Features information on current production of sporting arms and their use, as well as technical and semi-technical articles on reloading, black powder and collector's arms.

Published by Outdoor Sportsman Group - Integrated Media

## EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
296,752	7,954	304,706	None Claimed	

## TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			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	220,577	2,523	223,100	72,234	2,865	75,099	298,199	10,323	16	10,339	303,134	5,404	308,538
Feb	227,180	2,444	229,624	68,419	2,768	71,187	300,811	8,114	20	8,134	303,713	5,232	308,945
Mar	227,411	2,392	229,803	63,866	2,818	66,684	296,487	7,229	16	7,245	298,506	5,226	303,732
Apr	222,956	2,332	225,288	67,502	2,787	70,289	295,577	7,453	10	7,463	297,911	5,129	303,040
May	218,986	2,277	221,263	70,918	2,809	73,727	294,990	6,502	12	6,514	296,406	5,098	301,504
Jun	215,750	2,246	217,996	73,842	2,610	76,452	294,448	8,000	26	8,026	297,592	4,882	302,474
Average	222,143	2,369	224,512	69,464	2,776	72,240	296,752	7,937	17	7,954	299,544	5,162	304,706

## SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	222,143	2,369	224,512	73.7
Total Paid Subscriptions	222,143	2,369	224,512	73.7
<b>Verified Subscriptions</b>				
Public Place	68,886		68,886	22.6
Individual Use	578	2,776	3,354	1.1
Total Verified Subscriptions	69,464	2,776	72,240	23.7
Total Paid & Verified Subscriptions	291,607	5,145	296,752	97.4
<b>Single Copy Sales</b>				
Single Issue	7,937	17	7,954	2.6
Total Single Copy Sales	7,937	17	7,954	2.6
Total Paid & Verified Circulation	299,544	5,162	304,706	100.0

## VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	367,796	367,796		
12/31/2020	None Claimed	372,123	372,123		
12/31/2019	None Claimed	364,963	364,963		

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## PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$24.94	
Average Subscription Price Annualized (2)		\$13.08
Average Subscription Price per Copy		\$1.09

(1) Represents subscriptions for the 6 month period ended June 30, 2025

(2) Based on the following issue per year frequency: 12