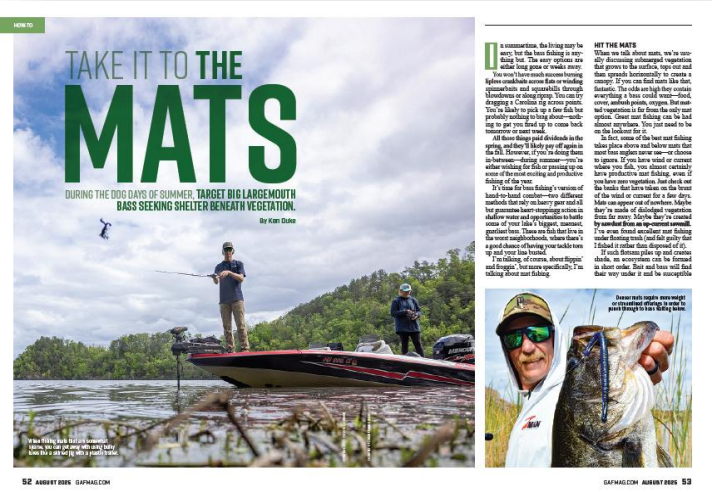




GAME & FISH

2026 MEDIA KIT

As one of the last remaining national publications that cover both hunting and fishing, Game & Fish provides in-depth how-to and where-to information for avid hunters and anglers across the United States. We offer advertisers both broad reach in the printed publication and pinpoint targeting for marketers with close-to-home sales messages via an extensive library of digital regional content.



► IN EVERY ISSUE:

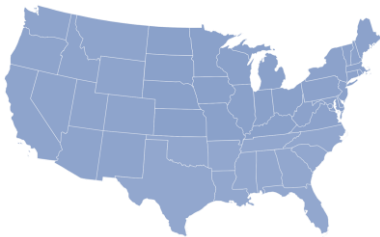
- Engaging how-to articles on all manners or hunting, fishing and shooting enable readers to experience more success in their favorite pursuits.
- Destination stories highlight the best places to hunt and fish, from coast to coast, throughout the year.
- Gear reviews deliver results of tests that writers and editors perform on the equipment readers need in the field or on the water.

| | |
|------------------------|-----------|
| CIRCULATION: | 227,900 |
| FREQUENCY: | 6x/year |
| TOTAL AUDIENCE: | 2,975,000 |
| MALE/FEMALE (%): | 78/22 |
| MEDIAN AGE: | 47 |
| AVG. HOUSEHOLD INCOME: | \$92,938 |

➤ BUY GAME & FISH

➤ NATIONAL:

Print Advertising Targeted at a Passionate, Dedicated Readership

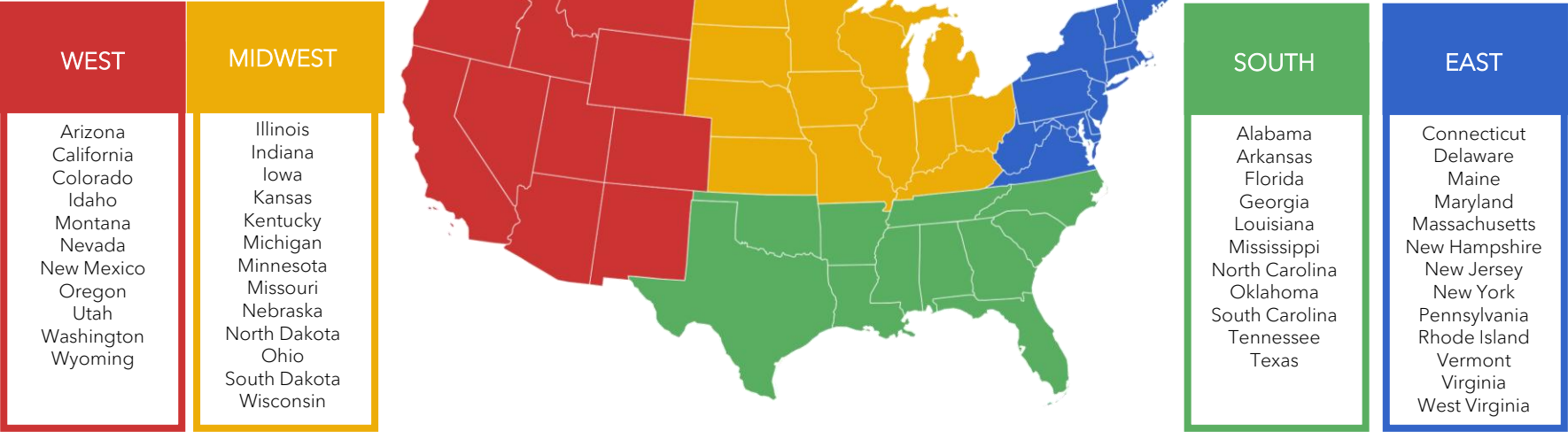


2.975 MM
Readers

224K
Subscribers

➤ REGIONAL:

Digital Advertising Targeted at Four Unique Regions

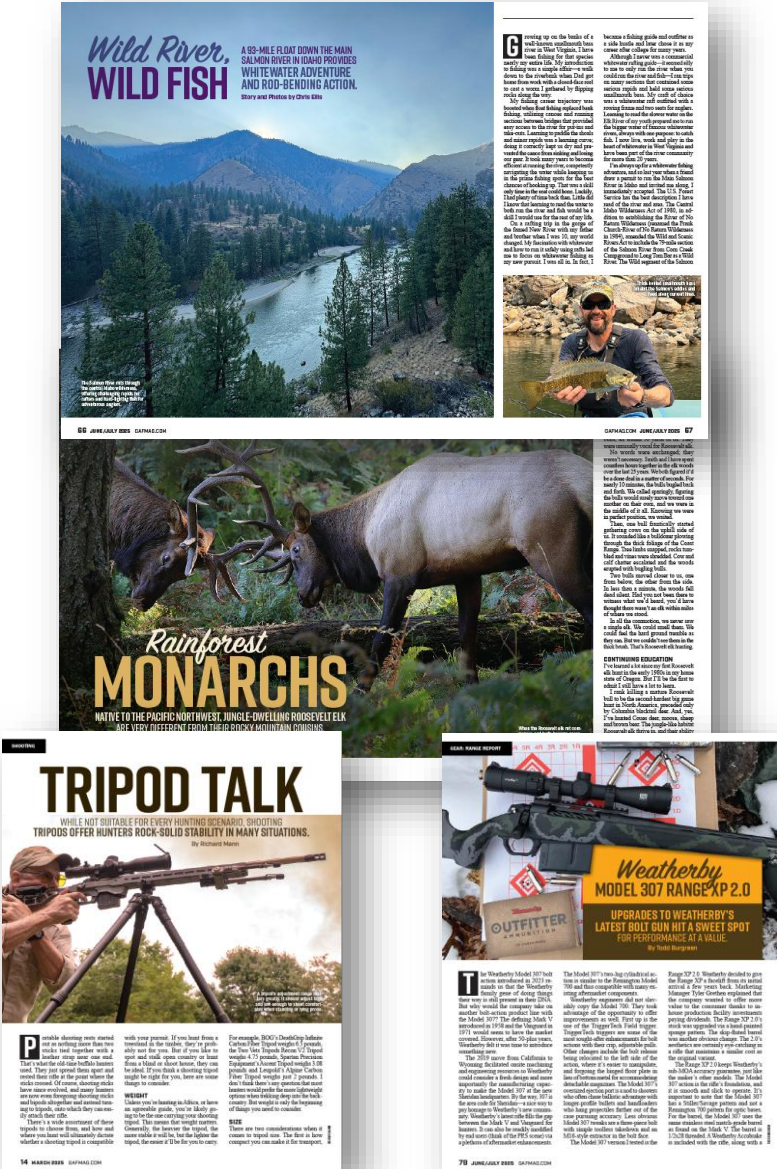


NATIONAL FEATURES IN EVERY EDITION:

- Hunting/Fishing Adventure – We take readers along on epic hunting and fishing adventures, describing the sights and sounds from the field or on the water while imparting information on the tactics and gear used
- Profiles, Retrospectives and More – Additional features will spotlight the people and places that make hunting and fishing great, as well as celebrate the legacies of our favorite pastimes

NATIONAL DEPARTMENTS IN EVERY EDITION:

- Shooting – Highlights trends in hunting firearms, optics and ammunition, and offers tips on using such equipment in the field
- Fishing – Provides readers with well-informed tips and tactics for a wide range of fresh- and saltwater species
- Hunting – Offers expert know-how for pursuing whatever species are in-season during the issue months
- Conservation – Covers issues that affect the management of game and fish populations
- Gear & Tech – Includes field-tests and reviews of hunting and fishing equipment, as well as buyer's guides
- Wild Feast – Provides mouth-watering recipes for game and fish species alike
- DIY – Offers how-to advice on projects and skill-building related to outdoor pursuits



Special section featuring the latest and greatest in boats, engines, electronics, navigation, motors, accessories, and more in the January and June/July 2026 issues of **GAME & FISH, IN-FISHERMAN**, and **FLORIDA SPORTSMAN** magazines. The content will appear online as well, after on-sale date of the magazines. Content will help consumers with their purchasing decisions and teach them how to make the most of the top innovations in boat accessories and technology.

GAME&FISH
Your Guide to the American Outdoors



In-Fisherman



**FLORIDA
SPORTSMAN**



- Circulation: 227,900
- Total Audience: 2,975,000
- Male/Female: 78/22
- Avg. HH Income: \$117,000
- Median Age: 49
- Avg. Monthly Uniques: 364,357
- Social Followers: 289,968

- Circulation: 145,614
- Total Audience: 1,939,000
- Male/Female: 74/26
- Avg. HH Income: \$98,172
- Median Age: 47
- Avg. Monthly Uniques: 112,762
- Social Followers: 167,555

- Circulation: 60,144
- Total Audience: 662,000
- Male/Female: 68/32
- Avg. HH Income: \$123,955
- Median Age: 47
- Avg. Monthly Uniques: 80,881
- Social Followers: 672,898

\$30,000 – PACKAGE INCLUDES

- Editorial Inclusion in the Boat Tech Special Print Sections (*All 3 Publications!*)
- Full Page 4-Color Ad in Each Issue (6 Total Ads)
- Digital Article Extension & Promotion (Email Newsletter Inclusions, Social Promotion)





➤ **BOAT WORKS**

Boat Works is a multi-platform initiative designed to showcase your product to our loyal and engaged audiences – online, on TV, in Florida Sportsman and Game & Fish magazines and on social media. Our boating and gear experts will create a customized video and editorial package featuring your product. In addition, Outdoor Sportsman Group will help boost awareness by providing powerful marketing support via a two-page spread print ad and high-impact social media efforts.

GAME&FISH
Your Guide to the American Outdoors



PRINT

- » 1x Full Page Ad in Florida Sportsman and Game & Fish magazines
- » 1x product spread feature in same issue of both publications. Includes image, 300 words, URL

DIGITAL

- » 1x 3 to 5-minute custom video to be posted on Florida Sportsman and Game & Fish digital sites
- » Short description/article to accompany video for additional SEO
- » 100% SOV for 30 days
- » 2 posts on FL SPMN social, 2 on G&F social
- » Full-length video posted to MOTV, Florida Sportsman and Game & Fish YouTube Channels

➤ **RETURNING AUGUST - SEPTEMBER**



Ultimate Season is an exciting, multi-platform initiative that features the latest products in the hunting industry and will be supported by the full spectrum of Outdoor Sportsman Group's marketing power.

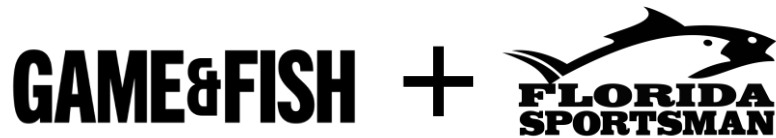
Starting in August and running through September, we'll ensure our passionate audiences get geared up – as anticipation builds for the start of a promising new season. **Ultimate Season** is designed to **create unique and profitable opportunities for advertisers to showcase their products** – while helping OSG viewers and readers prepare for success in the field this fall.

OSG's industry expertise – and the mutually beneficial relationships we build – will be on full display via world-class programming, expert editorial, and highly-engaging social content across all our hunting brands.

Everyone dreams about the **Ultimate Season**. Next fall, OSG can help you get there.



➤ GIVING TURKEY HUNTERS A CLEAR PATH OF PREP TO SUCCESS IN THE FIELD

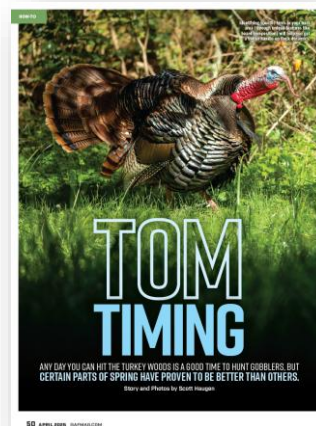


Talkin' Turkey is a multimedia, editorial and advertising program focused on all things turkey hunting!

Game & Fish and Florida Sportsman will explore various aspects of turkey hunting in their March-April issues. Editorial highlights include:

- **Hunting Adventure Features**
- **Strategies on Old Toms**
- **Pre-Season Scouting**
- **Turkey Hunting Gear**
- **New Shotgun Loads**
- **Osceola Turkeys**

Don't miss this opportunity to have your product in front of our dedicated audience during the key sales period leading up to turkey season!



➤ GOLD-LEVEL SPONSORSHIP PACKAGE INCLUDES:

- Full Page ads in Game & Fish and Florida Sportsman March-April 2026 issues with editorial product review
- Custom Content Article relating product to use in turkey hunting section of GameandFishmag.com
- Custom companion video that will complement and add to Custom Content article. 3-4 Min)
- E-newsletter placement and Organic Social Promotion
- 100% SOV banners all devices, 60-Day Run
- SOV of G&F Turkey Section to be split equitably amongst Sponsors
- Minimum 100 cobranded promos on Sportsman Channel with QR Code



GAME&FISH CRASH COURSE

GAME&FISH TACKLE JUNKIE

The **CRASH COURSE** and **TACKLE JUNKIE** video series, both hosted by bass fishing authority Shane Beilue, are a great way to reach passionate bass anglers via gameandfishmag.com and Game & Fish's social media channels.

The focus of each **CRASH COURSE** episode is to impart information on a particular technique or trend in bass fishing in roughly 3 minutes. Viewers not only receive snappy, easy-to-understand explanations of technical matters, they also benefit from demonstrations that show the techniques at work.

TACKLE JUNKIE shines a light on new and noteworthy rods and reels designed for bass fishing. In each episode, Beilue gives his impressions of the piece of tackle as he actively fishes with it, allowing readers to see the rod or reel in action.



PRODUCT INTEGRATION OPPORTUNITIES & CUSTOMIZED SPONSORSHIP PACKAGES AVAILABLE

➤ PRODUCTION & EDITORIAL CALENDAR

| Issue | Ad Close | On Sale |
|---------------------|----------|---------|
| January / February | 11/11/25 | 1/6/26 |
| March / April | 1/8/26 | 3/3/26 |
| May / June | 3/16/26 | 5/5/26 |
| July / August | 5/14/26 | 7/7/26 |
| September / October | 7/13/26 | 9/1/26 |
| November / December | 9/14/26 | 11/3/26 |

JAN/FEB

Hunting: Predators, waterfowl, late upland birds

Fishing: Ice-fishing, early-spawn bass, steelhead

Gear: Range Report, Field Tests

MAR/APRIL

Hunting: Turkeys, Snow Geese, Shed Hunting

Fishing: Early trout, bass, walleyes

Gear: Tackle Test

MAY/JUNE

Hunting: Turkeys, bears, hogs, land management

Fishing: Bass, panfish, trout, tarpon

Gear: Range Report, Field Tests

JULY/AUG

Hunting: Big game scouting, archery prep, small game

Fishing: Panfish, bass, inshore saltwater

Gear: Range Report, Field Tests

SEPT/OCT

Hunting: Elk, whitetails, mule deer, doves/teal, upland birds

Fishing: Trout, bass, salmon, pike/muskies

Gear: Range Report, Field Tests

NOV/DEC

Hunting: Whitetails, waterfowl, upland birds, late Western big game

Fishing: Bass, trout, early ice-fishing, panfish

Gear: Range Report, Field Tests

➤ GENERAL PRINT GROSS ADVERTISING RATES

| 4-Color | 1x | 3x | 5x | 10x |
|-----------|--------|--------|--------|--------|
| Full Page | 24,603 | 22,143 | 20,912 | 19,682 |
| 2/3 Page | 19,058 | 17,151 | 16,199 | 15,245 |
| 1/2 Page | 15,697 | 14,128 | 13,343 | 12,558 |
| 1/3 Page | 11,516 | 10,364 | 9,788 | 9,213 |

| 2-Color | 1x | 3x | 5x | 10x |
|-----------|--------|--------|--------|--------|
| Full Page | 20,027 | 18,024 | 17,023 | 16,021 |
| 2/3 Page | 15,512 | 13,962 | 13,186 | 12,410 |
| 1/2 Page | 12,778 | 11,500 | 10,860 | 10,222 |
| 1/3 Page | 9,373 | 8,436 | 7,967 | 7,499 |

| B&W | 1x | 3x | 5x | 10x |
|-----------|--------|--------|--------|--------|
| Full Page | 17,565 | 15,809 | 14,931 | 14,053 |
| 2/3 Page | 13,606 | 12,246 | 11,566 | 10,885 |
| 1/2 Page | 11,207 | 10,086 | 9,526 | 8,967 |
| 1/3 Page | 8,222 | 7,400 | 6,989 | 6,578 |
| 1/6 Page | 3,789 | 3,411 | 3,221 | 3,032 |

| Cover | 1x | 3x | 5x | 10x |
|---------|--------|--------|--------|--------|
| Cover 2 | 28,294 | 25,465 | 24,049 | 22,635 |
| Cover 3 | 27,064 | 24,356 | 23,004 | 21,650 |
| Cover 4 | 31,984 | 28,785 | 27,186 | 25,587 |

➤ WHERE-TO-GO/CLASSIFIED GROSS ADVERTISING RATES

| 4-Color | 1x | 3x | 5x |
|---------|-------|-------|-------|
| 1-Inch | 588 | 558 | 527 |
| 2-Inch | 1,083 | 1,022 | 991 |
| 3-Inch | 1,612 | 1,488 | 1,457 |
| 4-Inch | 2,108 | 1,983 | 1,921 |

| B&W | 1x | 3x | 5x |
|--------|-------|-------|-------|
| 1-Inch | 464 | 434 | 403 |
| 2-Inch | 868 | 806 | 776 |
| 3-Inch | 1,270 | 1,209 | 1,178 |
| 4-Inch | 1,675 | 1,581 | 1,550 |

| | |
|------------------------|-----------|
| AVG. HOUSEHOLD INCOME: | \$92,938 |
| AVG. NET WORTH: | \$408,437 |
| MALE/FEMALE (%): | 78/22 |
| MEDIAN AGE: | 47 |
| MARRIED: | 52% |

FISHING

- 84% have fished for 30+ years.
- 36% spent 31+ days freshwater fishing annually; with 21% fishing more than 46 days annually.

WHERE THEY FISH

- 87% lakes or reservoirs, 66% rivers or streams. 31% saltwater, 16% Great Lakes

WHAT THEY FISH

- 88% fish in freshwater
- 77% largemouth bass
- 66% crappie
- 58% bluegill/bream
- 42% catfish/bullhead
- 42% smallmouth bass
- 41% trout
- 31% perch
- 38% walleye/sauger
- 43% striped bass
- 27% northern pike
- 13% salmon & steelhead
- 9% muskies

WHAT THEY OWN

- 99% fish with spinning gear and own 4.5 rods.
- 85% fish with baitcasting gear and own 3.5 rods.

FISHING GEAR

- Nearly half of G&F readers spend over \$250 annually on fishing gear: rods, reels & lures.
- Nearly half of G&F readers spend over \$250 annually on other fishing gear.

BOATS

- Two-thirds of G&F readers own boats for hunting & fishing.
- 57% own V-hull fishing boats.
- 66% own outboard motors.

HUNTING

- 84% have hunted for 30+ years.
- Over 98% have hunted in the past year.

WHAT THEY HUNT

- 68% have hunted Deer in the past year; 39% in the past.
- Have hunted large game in the past: 16% elk, 25% bear, 18% feral hogs.
- Have hunted small game in the past: 55% squirrels, 59% rabbits, 55% other small game.
- Have hunted fowl in the past: 55% turkeys, 50% upland birds, 48% waterfowl

TRAVEL

- 73% hunt 10+ days and over 52% hunt 20+ days annually.
- 29% have taken 1-3 overnight hunting trips; 20% have taken 4+ overnight hunting trips in the last year.

FIREARMS

- Of G&F hunters, 98% own a shotgun, 95% own a centerfire rifle, 88% own a rimfire rile and 67% own a muzzleloader.
- 52% of G&F readers spend over \$500 on firearms and 37% spend an additional \$500 on ammo and accessories annually.
- 49% of G&F readers use 200+ rounds of ammo annually.

BOWHUNTING

- 73% own a vertical bow.
- 50% own a crossbow

TRAIL CAMS

- 66% of G&F readers own 1 or more trail cameras.
- 46% of G&F readers plan to buy 1 or more trail cameras in the next year.

* Sources: MRI 2025 Doublebase; 2022 Game & Fish Magazine Readership Study; Alida sparq platform

ENGAGE WITH OUR GROWING ONLINE COMMUNITY
THROUGH HIGHLY CUSTOMIZABLE PLANS.

258,620

MONTHLY UNIQUE WEBSITE VISITORS



+13%
YEAR-OVER-YEAR!

4,786,933

ANNUAL PAGE VIEWS



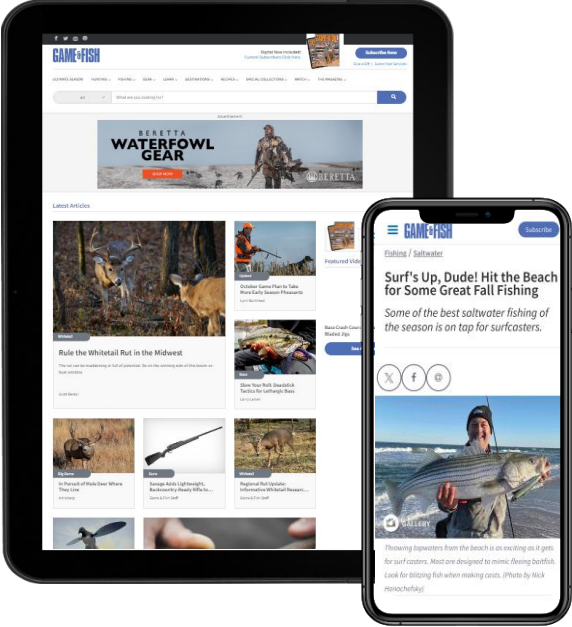
102,000

E-NEWSLETTER SUBSCRIBERS



194,592

SOCIAL MEDIA FOLLOWERS



DEMOGRAPHICS & BEHAVIOR

| | |
|-----------------------------|------|
| MALE: | 78% |
| AVG. TIME SPENT: | 2:13 |
| AVG. PAGES PER SESSION: | 1.54 |
| TRAFFIC FROM MOBILE/TABLET: | 74% |
| SOCIAL ENGAGEMENT RATE: | 91% |

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.

GAME&FISH

GAME&FISH **REGIONAL RUT** *update*

DIGITAL SPONSORSHIP OPPORTUNITIES

Live, from-the-field information about the annual hunt, with deer activity reports and big-buck kills from each region, including weekly rut-related videos.

FLIGHT:

October – November 2026
GAMEANDFISHMAG.COM

Regional Rut Update



GET READY, WHITETAIL HUNTERS... HERE COMES THE RUT!

From pre-rut to post-rut, and all the excitement in between, there's not a better time to harvest the buck of a lifetime. And we give hunters a leg up on doing just that.

The Regional Rut Update is a series of seven exclusive weekly rut reports from the field with some of the most respected whitetail contributors. Each report includes information on rut activity in the East, South, and Midwest regions.

The 2023 update garnered **over 450,000 pageviews in seven weeks**, 29% growth over 2022!
Align your brand with the most valuable content this season.

➤ TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

Trim Size: 7.75 w x 10.5 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. 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

6. 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

7. 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

8. One-Third Square

Non-Bleed: 4.375 x 4.75
Bleed: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. 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

10. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

11. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal

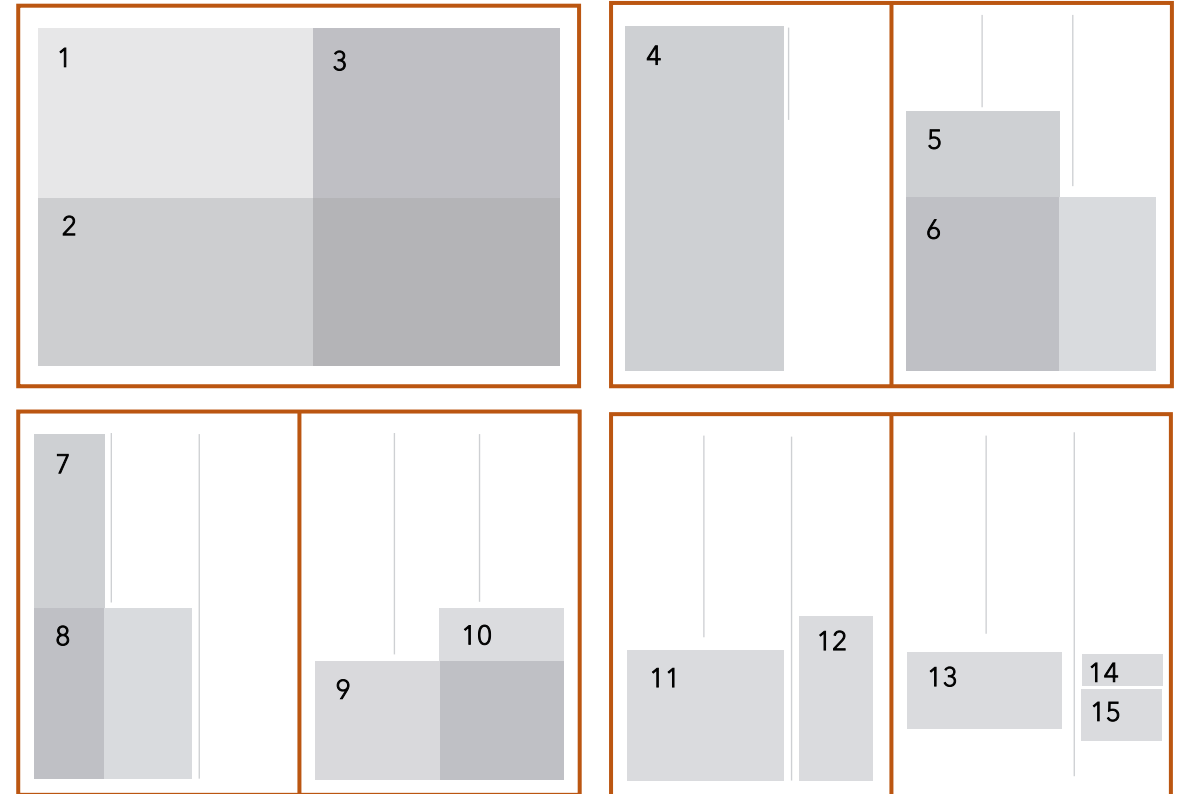
Non-Bleed: 4.375 x 2.25

14. One Inch Vertical

Non-Bleed: 2.125 x 1

15. Two Inch Vertical

Non-Bleed: 2.125 x 2



- **SWOP** — standard proof, pulled from the supplied file, should 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.

➤ GENERAL PRODUCTION INFORMATION

Send all advertising materials and insert bluelines to:

Melissa Williams
Production Manager
6385 Flank Drive, Suite 800
Harrisburg, PA 17112
717-695-8088
melissa.williams@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: 1/2-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: 1/4-in. inside of the trim edge on all four sides for a total 1/2-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.

➤ TERMS & 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 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.

Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

GAME&FISH

Annual Frequency: 12 times/year

Field Served: Where-to and how-to information for all types of hunting, fishing and outdoor recreation.

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 |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 224,024 | 3,876 | 227,900 | 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 | | | |
| Feb | 224,849 | 17 | 224,866 | 6,062 | 797 | 6,859 | 231,725 | 3,421 | | 3,421 | 234,332 | 814 | 235,146 |
| Mar | 215,818 | 16 | 215,834 | 484 | 982 | 1,466 | 217,300 | 4,238 | | 4,238 | 220,540 | 998 | 221,538 |
| Apr | 220,035 | 16 | 220,051 | 456 | 797 | 1,253 | 221,304 | 3,059 | | 3,059 | 223,550 | 813 | 224,363 |
| May | 205,401 | 16 | 205,417 | 18,332 | 938 | 19,270 | 224,687 | 4,162 | | 4,162 | 227,895 | 954 | 228,849 |
| Jun | 199,660 | 16 | 199,676 | 24,308 | 1,121 | 25,429 | 225,105 | 4,500 | | 4,500 | 228,468 | 1,137 | 229,605 |
| Average | 213,153 | 16 | 213,169 | 9,928 | 927 | 10,855 | 224,024 | 3,876 | | 3,876 | 226,957 | 943 | 227,900 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 213,153 | 16 | 213,169 | 93.5 |
| Total Paid Subscriptions | 213,153 | 16 | 213,169 | 93.5 |
| Verified Subscriptions | | | | |
| Public Place | 9,621 | | 9,621 | 4.2 |
| Individual Use | 307 | 927 | 1,234 | 0.5 |
| Total Verified Subscriptions | 9,928 | 927 | 10,855 | 4.8 |
| Total Paid & Verified Subscriptions | 223,081 | 943 | 224,024 | 98.3 |
| Single Copy Sales | | | | |
| Single Issue | 3,876 | | 3,876 | 1.7 |
| Total Single Copy Sales | 3,876 | | 3,876 | 1.7 |
| Total Paid & Verified Circulation | 226,957 | 943 | 227,900 | 100.0 |

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 6/30/2024 | None Claimed | 252,853 | 252,853 | | |
| 6/30/2022 | None Claimed | 276,996 | 276,996 | | |
| 6/30/2021 | None Claimed | 279,074 | 279,074 | | |

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PRICES

| | Suggested Retail Prices | Average Price (1) |
|---|-------------------------|-------------------|
| Single Copy | \$6.99 | |
| Subscription | \$23.94 | |
| Average Subscription Price Annualized (2) | | \$9.00 |
| Average Subscription Price per Copy | | \$0.75 |

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

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