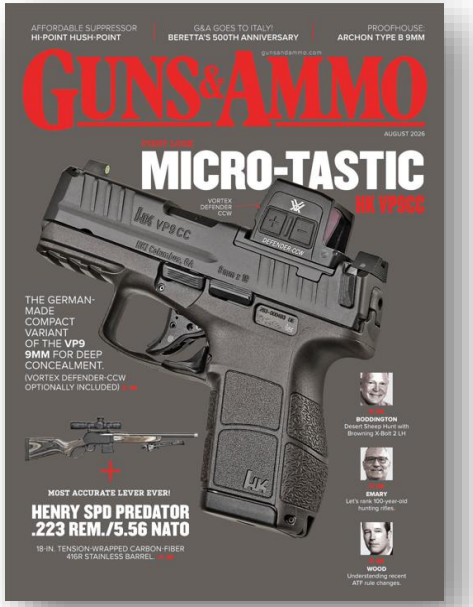
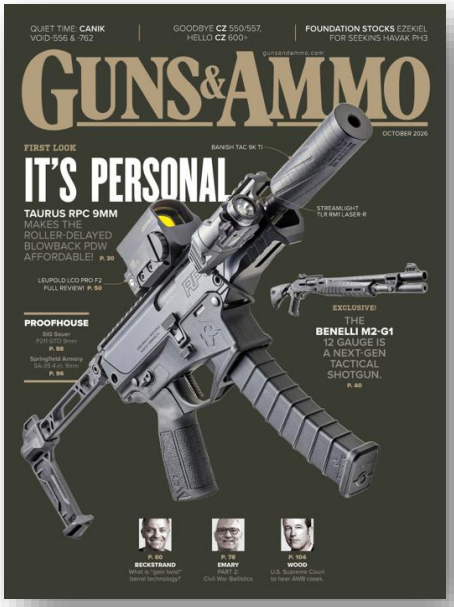
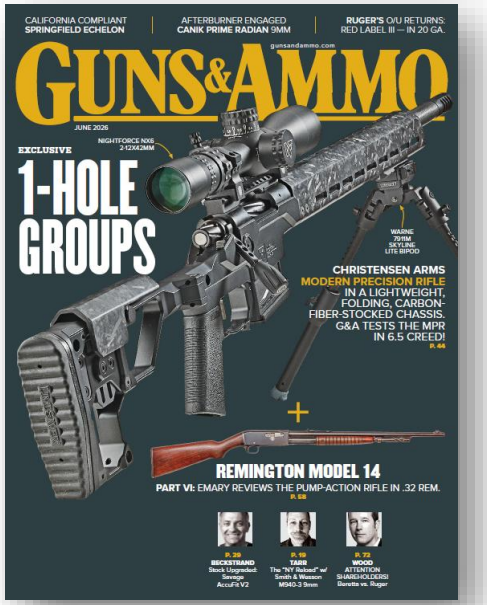






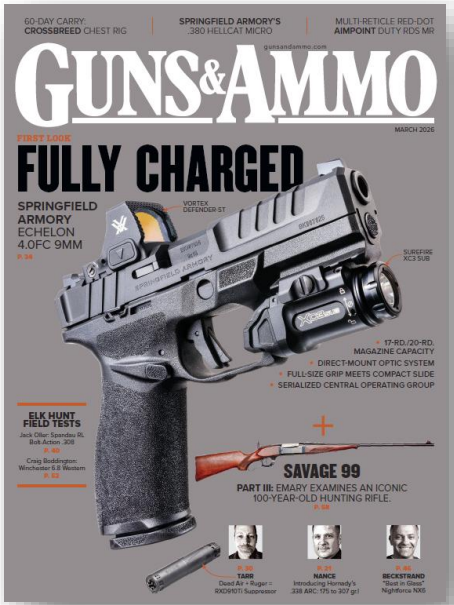




GUNS&AMMO

2027 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) 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.







GUNS&AMMO

At a Glance

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

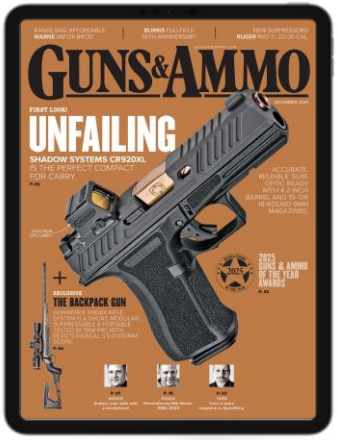
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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:	**299,104**
Frequency:	**12x/Year**
Total Audience:	**6,429,000**
Average Household Income:	**$113,359**

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

Source: MRI-Simmons Multi-Media Engagement Study

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026; Ammo.com July 16th 2025 ; National Shooting Sports Foundation, March 2025

GUNS&AMMO

Meet the Readers

Total Audience	**6,429,000**
Average Household Income	**$113,359**
Average Net Worth	**$488,381**
Men/Women %	**79/21**
Median Age	**47**

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

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



Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026; 2020 Guns & Ammo Subscriber Studies

GUNS&AMMO

2027 Ad Close & On-Sale Dates

Issue	Ad Space Close/Materials Due	Newsstand on Sale
February 2027	11/10/26	1/5/27
March 2027	12/8/26	2/2/27
April 2027	1/5/27	3/2/27
May 2027	2/9/27	4/6/27
June 2027	3/9/27	5/4/27
July 2027	4/6/27	6/1/27
August 2027	5/13/27	7/6/27
September 2027	6/10/27	8/3/27
October 2027	7/13/27	9/7/27
November 2027	8/10/27	10/5/27
December 2027	9/7/27	11/2/27
January 2028	10/8/27	12/7/27

*Subject to change.







GUNS&AMMO

2027 Advertising Rates

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 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 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

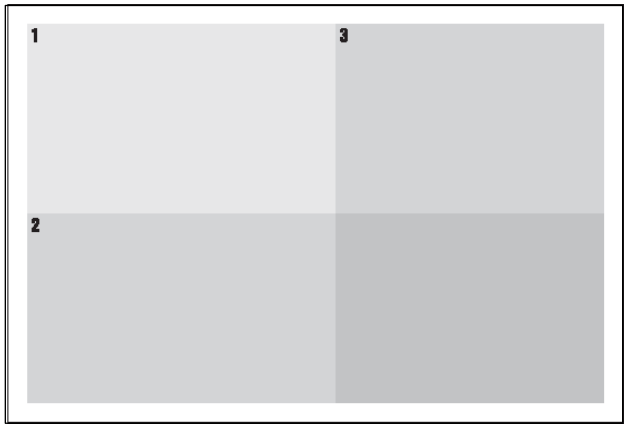
12.One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

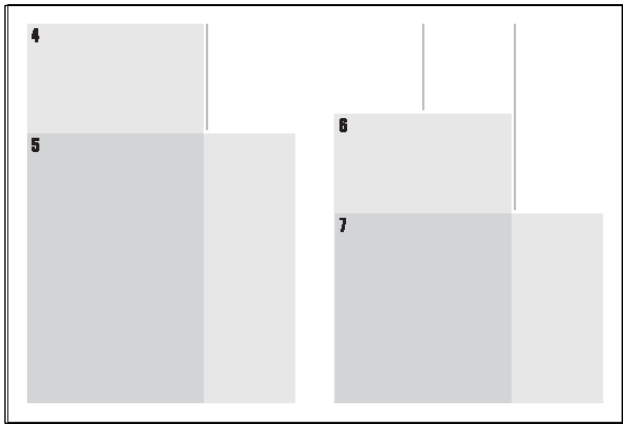
13.One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

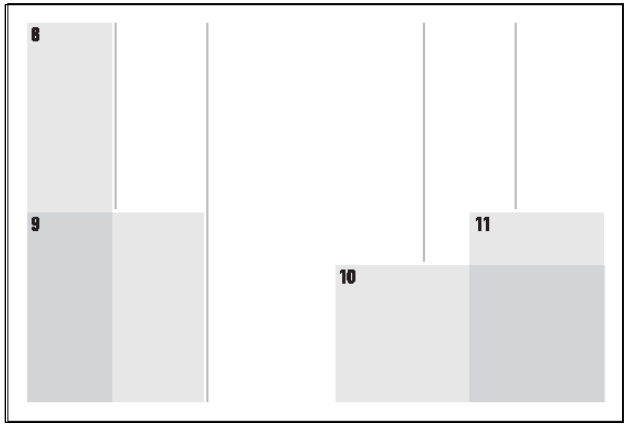
14.One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

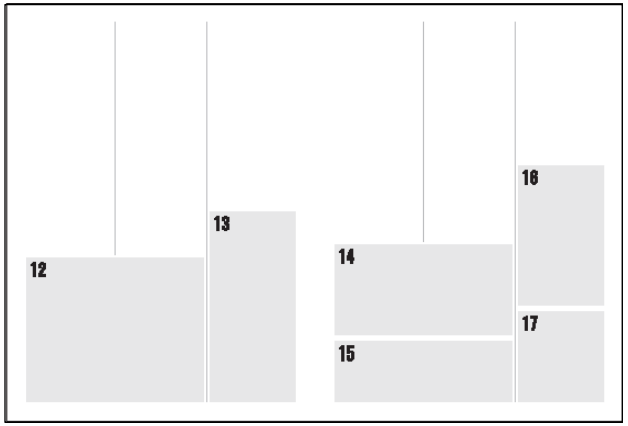
15.One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

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:

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.

GUNS&AMMO File Uploading & Mechanical Specs.

General Production Information:

Production Manager
Guns & Ammo
2 News Plaza
Peoria, IL 61614
309-679-5079
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:

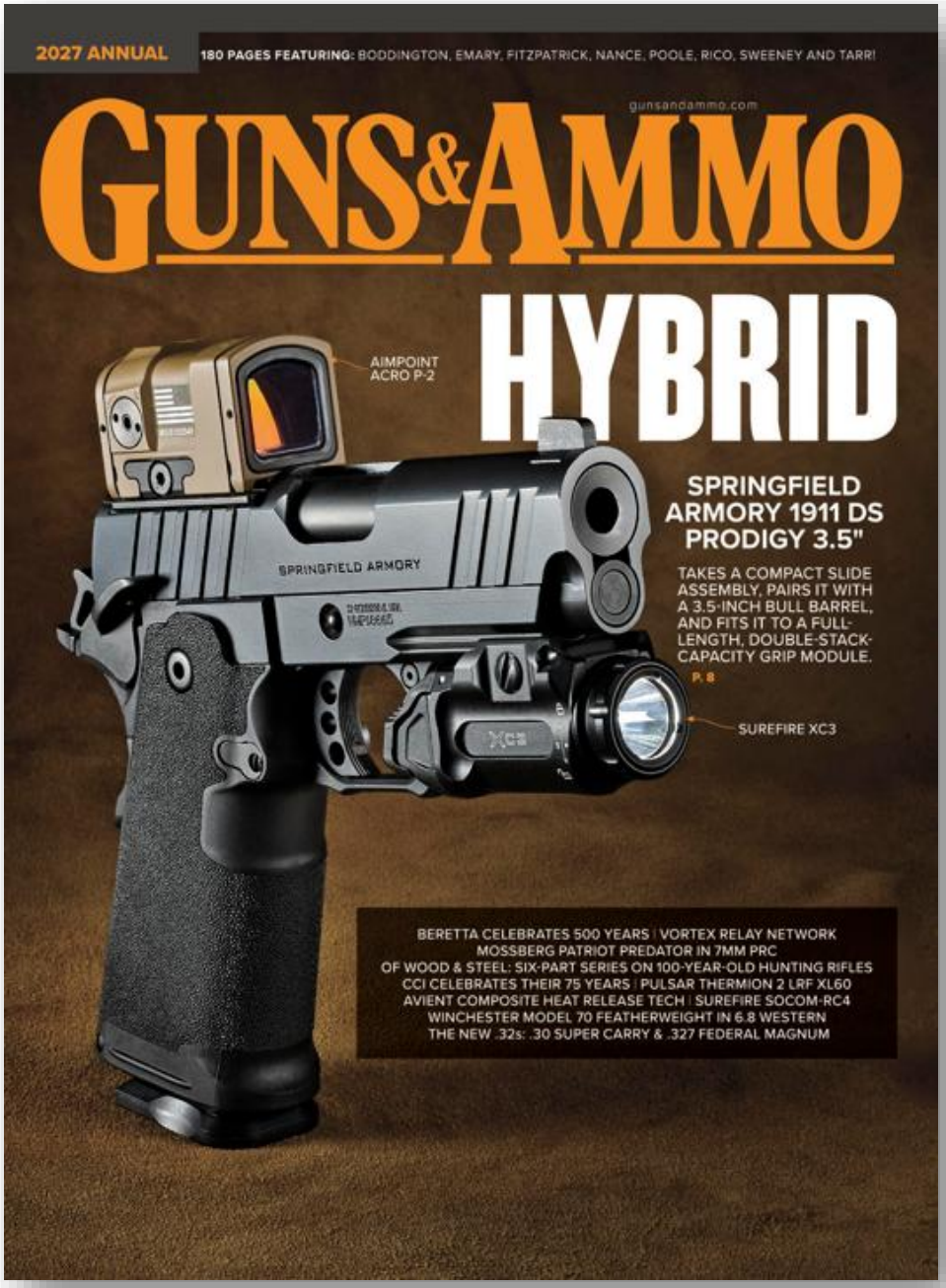
Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

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.

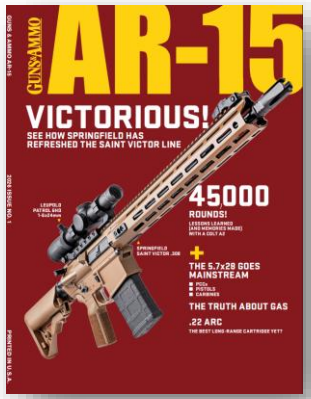
Closing Date:	**8/2/27**
On-Sale Dates:	**10/5/27**

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

OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

BOOK OF AR-15 #1



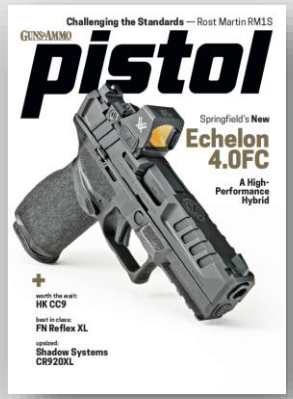
Distribution: 180,000

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: 11/24/26
On-Sale: 2/2/27

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

PISTOL



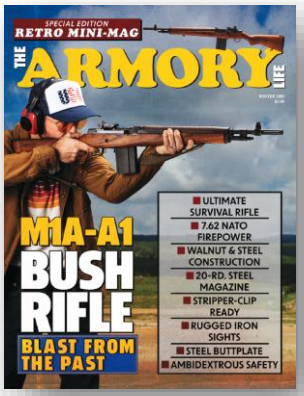
Distribution: 90,000

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: 12/9/26
On-Sale: 2/16/27

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

THE ARMORY LIFE #1



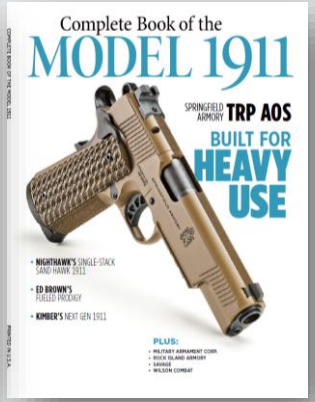
Distribution: 250,000

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

Ad Close: 12/18/26
On-Sale 3/2/27

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

MODEL 1911



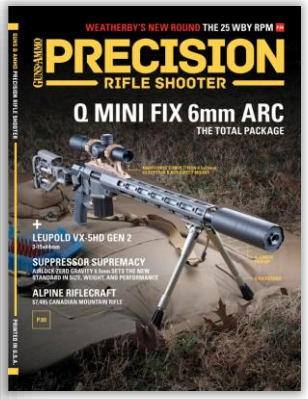
Distribution: 90,000

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: 12/23/26
On-Sale: 3/2/27

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

PRECISION RIFLE SHOOTER #1



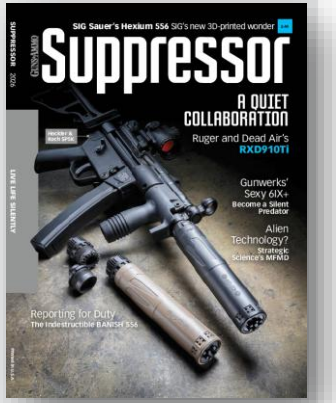
Distribution: 90,000

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

Ad Close: 1/8/27
On-Sale: 3/16/27

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: 2/1/27
On-Sale: 4/6/27

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

*Dates subject to change.

OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

RIMFIRE



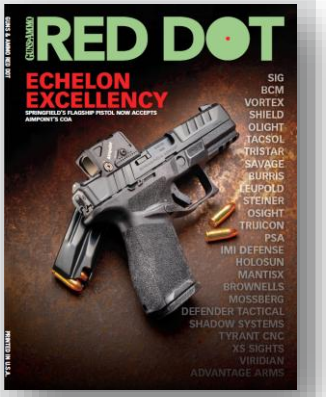
Distribution: 90,000

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: 3/2/27
On-Sale: 5/4/27

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

RED DOT



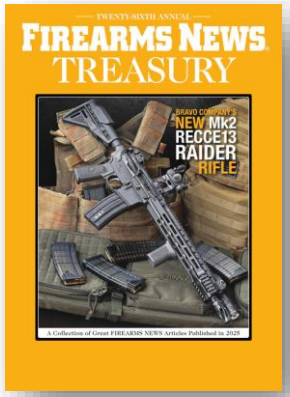
Distribution: 90,000

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: 3/2/27
On-Sale: 5/4/27

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

Guns & Ammo TREASURY



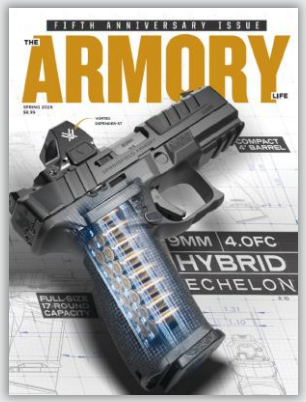
Distribution: 90,000

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: 3/23/27
On-Sale: 5/18/27

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: 3/25/27
On-Sale: 6/1/27

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

*Dates subject to change.

OUTDOOR SPORTSMAN GROUP®

2027 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: 3/16/27
On-Sale: 5/18/27

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: 5/3/27
On-Sale: 7/6/27

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

BE READY: SURVIVAL GUNS



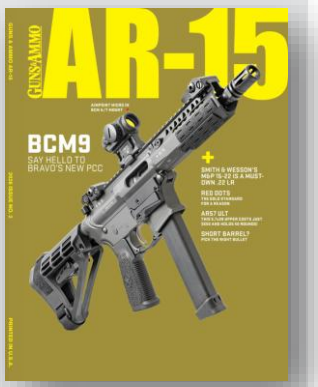
Distribution: 90,000

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

Ad Close: 5/3/27
On-Sale: 7/6/27

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

BOOK OF AR-15 #2



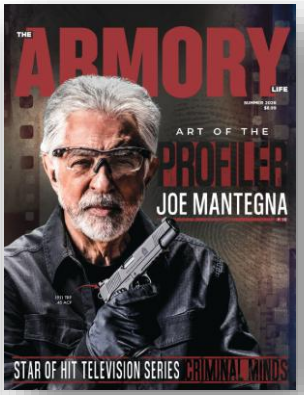
Distribution: 180,000

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: 6/1/27
On-Sale: 8/3/27

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

THE ARMORY LIFE #3



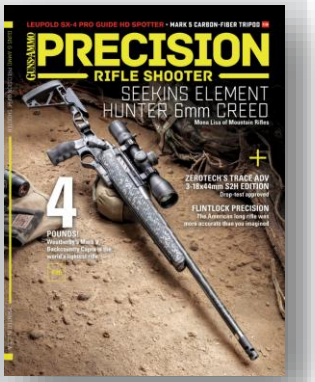
Distribution: 250,000

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

Ad Close: 7/1/27
On-Sale: 9/7/27

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: 6/29/27
On-Sale: 8/31/27

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

*Dates subject to change.

OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

PISTOL CARBINE



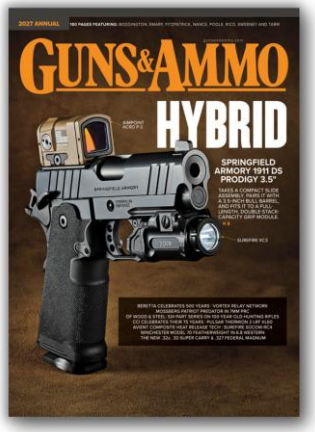
Distribution: 90,000

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: 7/5/27
On-Sale: 9/7/27

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: 8/2/27
On-Sale: 10/5/27

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

CARRY #2



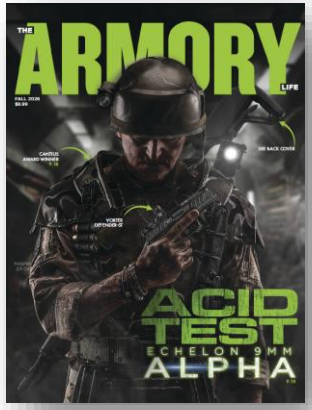
Distribution: 90,000

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: 8/30/27
On-Sale: 11/2/27

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: 9/29/27
On-Sale: 12/7/27

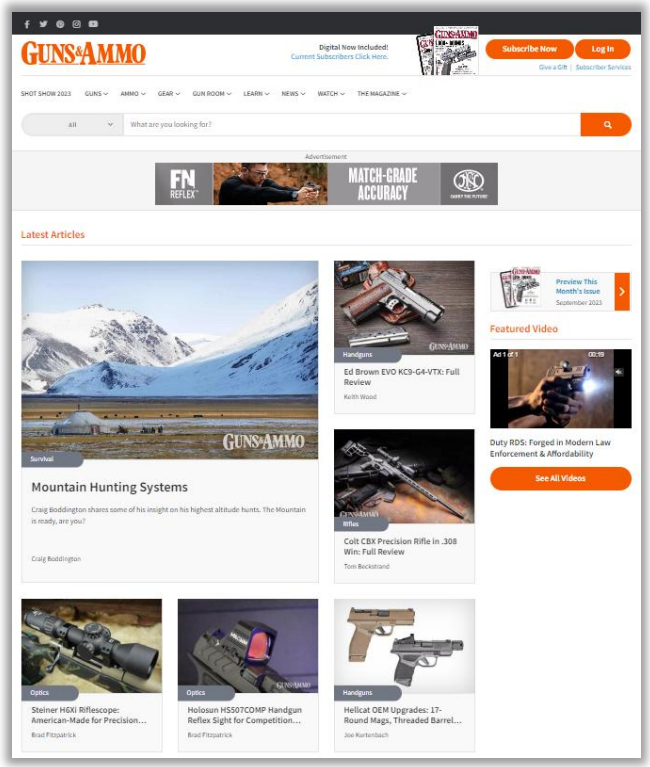
2-Page Spread: $8,570
Full Page: $4,820
1/2 Page: $2,678
1/4 Page: $1,339

*Dates subject to change.

GUNS&AMMO

Digital Audience

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.



341K

AVG. MONTHLY UNIQUES

6.7MM

ANNUAL PAGEVIEWS

Male (%)	77%
Average Time Spent	1:22
Pages Per Session	1.4
Traffic From Mobile/Tablet	59%
eNewsletter Subscribers	68,227
Social Media Followers	1,128,102
Bonus: Engagement Rate	81%

Sources:
Google Analytics 4: September 2025 – August 2026
Social Followers – Sprout Social: As of August 2026.
Email Subscribers – Whatcounts Email Sending: As of August 2026.

GUNS&AMMO

Alliance for Audited Media
TRANSACT WITH TRUST

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

GUNS&AMMO

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 CopySales	Total Circulation	Rate Base	Variance to Rate Base
292,908	6,196	299,104	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	202,472	4,040	206,512	89,091		89,091	295,603	9,825	16	9,841	301,388	4,056	305,444
Feb	208,903	3,904	212,807	77,222		77,222	290,029	5,753	10	5,763	291,878	3,914	295,792
Mar	203,011	4,004	207,015	83,681		83,681	290,696	5,070	9	5,079	291,762	4,013	295,775
Apr	201,675	3,999	205,674	88,202		88,202	293,876	5,928	10	5,938	295,805	4,009	299,814
May	195,949	4,140	200,089	92,156		92,156	292,245	5,274	7	5,281	293,379	4,147	297,526
Jun	190,056	4,130	194,186	100,818		100,818	295,004	5,262	13	5,275	296,136	4,143	300,279
Average	**200,344**	**4,036**	**204,380**	**88,528**		**88,528**	**292,908**	**6,185**	**11**	**6,196**	**295,057**	**4,047**	**299,104**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	200,344	4,036	204,380	68.3
Total Paid Subscriptions	**200,344**	**4,036**	**204,380**	**68.3**
Verified Subscriptions				
Public Place	87,829		87,829	29.4
Individual Use	699		699	0.2
Total Verified Subscriptions	**88,528**		**88,528**	**29.6**
Total Paid & Verified Subscriptions	**288,872**	**4,036**	**292,908**	**97.9**
Single Copy Sales				
Single Issue	6,185	11	6,196	2.1
Total Single Copy Sales	**6,185**	**11**	**6,196**	**2.1**
Total Paid & Verified Circulation	**295,057**	**4,047**	**299,104**	**100.0**

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2025	None Claimed	303,002	303,002		
12/31/2023	None Claimed	337,487	337,487		
12/31/2021	None Claimed	367,796	367,796		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$7.99	
Subscription	$24.99	
Average Subscription Price Annualized (2)		$15.12
Average Subscription Price per Copy		$1.26

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 12