

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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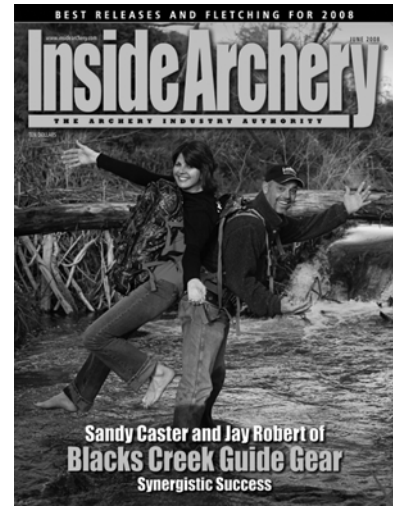
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Inside Archery

Zebra Publishing Inc.
2960 N. Academy Blvd
Suite 101
Colorado Springs, CO 80917
Tel.: (719) 495-9999
Fax: (719) 495-8899
www.zebrapub.com

Official Publication of: None
Established: 1998
Issues Per Year: 12



FIELD SERVED

INSIDE ARCHERY serves the bowhunting/archery industry including archery pro shops, firearm pro shops, fishing pro shops, full line sporting goods stores, outdoor chain stores, distributors, manufacturers, and others allied to the field including outdoor writers, press, media, and sales representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	83
Advertiser and Agency _____	340
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	193
All Other _____	316
TOTAL	932

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,861	100.0	9,824	99.6	37	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,861	100.0	9,824	99.6	37	0.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	54	16			9,860	April _____	203	67			9,354
February _____	523	59			9,396	May _____	488	1,712			10,578
March _____	54	148			9,490	June _____	114	24			10,488
						TOTAL	1,436	2,026			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008		
This issue is 8.8% or 860 copies above the average of the other 5 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Retailers/Dealers (Note 1) _____	7,871	74.4
Distributors _____	278	2.6
Manufacturers _____	1,247	11.8
Others Allied to the Field including outdoor writers/press/media, buyers, sales representatives, etc. _____	1,182	11.2
TOTAL QUALIFIED CIRCULATION	10,578	100.0
PERCENT	100.0	

Note 1: Archery Retailers/Dealers include archery pro shops, firearms pro shops, fishing pro shops, outdoor sports shops, full line sporting goods retailers, and outdoor chain stores.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	1,870	2,560	639			5,069	47.9
a. Written _____	1,815	2,517	499			4,831	45.7
b. Telecommunication _____	2	15	138			155	1.5
c. Internet and E-Mail _____	53	28	2			83	0.8
II. TOTAL - Request from recipient's company: _____	418	181	53			652	6.2
a. Written _____	384	167	53			604	5.7
b. Telecommunication _____	1	-	-			1	-
c. Internet and E-Mail _____	33	14	-			47	0.4
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,570	1,695	592			4,857	45.9
*Association rosters and directories _____	2,265	528	83			2,876	27.2
*Business directories _____	-	-	147			147	1.4
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists _____	305	1,167	362			1,834	17.3
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,858	4,436	1,284			10,578	100.0
*See Paragraph 11 PERCENT	45.9	41.9	12.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			4,377	41.4
Individuals by name only _____			4,905	46.4
Titles or functions only _____			1,206	11.4
Company names only _____			90	0.9
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			10,578	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	53		400-427 Kentucky _____	317	
030-038 New Hampshire _____	64		370-385 Tennessee _____	243	
050-059 Vermont _____	37		350-369 Alabama _____	209	
010-027 Massachusetts _____	93		386-397 Mississippi _____	154	
028-029 Rhode Island _____	19		EAST SO. CENTRAL	923	8.7
060-069 Connecticut _____	63		716-729 Arkansas _____	165	
NEW ENGLAND	329	3.1	700-714 Louisiana _____	147	
100-149 New York _____	439		730-749 Oklahoma _____	133	
070-089 New Jersey _____	107		750-799 Texas _____	301	
150-196 Pennsylvania _____	664		WEST SO. CENTRAL	746	7.1
MIDDLE ATLANTIC	1,210	11.4	590-599 Montana _____	144	
430-459 Ohio _____	621		832-838 Idaho _____	111	
460-479 Indiana _____	609		820-831 Wyoming _____	50	
600-629 Illinois _____	617		800-816 Colorado _____	153	
480-499 Michigan _____	765		870-884 New Mexico _____	50	
530-549 Wisconsin _____	639		850-865 Arizona _____	119	
EAST NO. CENTRAL	3,251	30.7	840-847 Utah _____	127	
550-567 Minnesota _____	345		889-898 Nevada _____	30	
500-528 Iowa _____	176		MOUNTAIN	784	7.4
630-658 Missouri _____	351		995-999 Alaska _____	24	
580-588 North Dakota _____	43		980-994 Washington _____	124	
570-577 South Dakota _____	55		970-979 Oregon _____	132	
680-693 Nebraska _____	103		900-961 California _____	182	
660-679 Kansas _____	99		967-968 Hawaii _____	12	
WEST NO. CENTRAL	1,172	11.1	PACIFIC	474	4.5
197-199 Delaware _____	20		UNITED STATES	10,423	98.5
206-219 Maryland _____	98		969 & 004-009 U.S. Territories _____	2	
200-205 Washington, DC _____	2		Canada _____	139	
220-246 Virginia _____	211		Mexico _____	-	
247-268 West Virginia _____	212		Other International _____	14	
270-289 North Carolina _____	249		AP0/FPO _____	-	
290-299 South Carolina _____	138		TOTAL QUALIFIED CIRCULATION	10,578	100.0
300-319 Georgia _____	339				
320-349 Florida _____	265				
SOUTH ATLANTIC	1,534	14.5			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	9,239	10,685	10,197	9,835	9,861
Qualified Non-Paid Total	9,239	10,685	10,197	9,808	9,824
Qualified Paid Total	-	-	-	27	37
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	***NC	***NC	***NC	***NC	***NC

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

*** NOTE: The audited average qualified circulation for January – June 2007 = 9,865. The unaudited average qualified circulation for July - December 2007 = 9,805. Yielding an average qualified circulation of 9,835.**

** 2008 data is unaudited.

***NC = None Claimed.

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 83 copies or 0.8% to 2,068 copies or 19.6%, including 2008 ATA Show Attendee List.

Business directories include 1 source of circulation for quantities of 147 copies or 1.4%

Manufacturer's, distributor's, and wholesaler's lists includes 15 sources of circulation for quantities of 20 copies or 0.2% and 492 copies or 4.7%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED:

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 9, 2008
Sherry Krenz, Publisher	State	Utah
Heather Reginek, Circulation Manager	County	Salt Lake
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 9, 2008
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I276P0J8