

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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# Inside Archery

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Official Publication of: None  
Established: 1998  
Issues Per Year: 10  
(See Paragraph 9)



**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 _____                    | 46         |
| Advertiser and Agency _____                     | 299        |
| Rotated or Occasional _____                     | -          |
| Allocated for Trade Shows and Conventions _____ | 110        |
| Electronic _____                                | -          |
| All Other _____                                 | 315        |
| <b>TOTAL</b>                                    | <b>770</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 10,036          | 100.0        | 9,971              | 99.4        | 65             | 0.6        |
| Sponsored Individually Addressed ____                | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>10,036</b>   | <b>100.0</b> | <b>9,971</b>       | <b>99.4</b> | <b>65</b>      | <b>0.6</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                |              |                    |                |                 |              |                |              |                    |                |                 |
|---|----------------|--------------|--------------------|----------------|-----------------|--------------|----------------|--------------|--------------------|----------------|-----------------|
| 2009 Issue  | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified | 2009 Issue   | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
| January _____   | 58             | 23           |                    |                | 9,985           | May _____    | 209            | 680          |                    |                | 10,273          |
| March _____   | 150            | 52           |                    |                | 9,887           | June _____   | 66             | 27           |                    |                | 10,234          |
| April _____   | 107            | 22           |                    |                | 9,802           | <b>TOTAL</b> | <b>590</b>     | <b>804</b>   |                    |                |                 |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009****This issue is 3.0% or 296 copies below the average of the other 4 issues reported in Paragraph two.**

| BUSINESS AND INDUSTRY   | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| Archery Retailers/Dealers (Note 1) _____  | 7,439           | 72.4             |
| Distributors _____  | 255             | 2.5              |
| Manufacturers _____   | 1,377           | 13.4             |
| Others Allied to the Field including outdoor writers/press/media, buyers, sales representatives, etc. _____ | 1,202           | 11.7             |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>10,273</b>   | <b>100.0</b>     |
| <b>PERCENT</b>  | <b>100.0</b>    |                  |

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 2009**

| QUALIFICATION SOURCE  | Qualified Within |              |              | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|------------------|--------------|--------------|--------------------|----------------|-----------------|--------------|
|   | 1 Year           | 2 Years      | 3 Years      |                    |                |                 |              |
| I. Direct Request: _____  | <b>1,921</b>     | <b>1,693</b> | <b>1,264</b> |                    |                | <b>4,878</b>    | <b>47.5</b>  |
| II. Request from recipient's company: _____   | <b>91</b>        | <b>395</b>   | <b>112</b>   |                    |                | <b>598</b>      | <b>5.8</b>   |
| III. Membership Benefit: _____  | -                | -            | -            |                    |                | -               | -            |
| IV. Communication from recipient or recipient's company (other than request): _____ | -                | -            | -            |                    |                | -               | -            |
| V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____           | <b>2,214</b>     | <b>1,394</b> | <b>1,189</b> |                    |                | <b>4,797</b>    | <b>46.7</b>  |
| *Association rosters and directories _____  | 1,317            | 1,225        | 395          |                    |                | 2,937           | 28.6         |
| Business directories _____  | -                | -            | -            |                    |                | -               | -            |
| *Manufacturer's, distributor's, and wholesaler's lists _____                        | 897              | 169          | 794          |                    |                | 1,860           | 18.1         |
| Other sources _____   | -                | -            | -            |                    |                | -               | -            |
| VI. Single Copy Sales: _____  | -                | -            | -            |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>4,226</b>     | <b>3,482</b> | <b>2,565</b> |                    |                | <b>10,273</b>   | <b>100.0</b> |
| <b>*See Paragraph 9 PERCENT</b>   | <b>41.1</b>      | <b>33.9</b>  | <b>25.0</b>  |                    |                | <b>100.0</b>    |              |

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

| MAILING ADDRESS                                     | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ |                    |                | 4,941           | 48.1         |
| Individuals by name only _____                      |                    |                | 3,955           | 38.5         |
| Titles or functions only _____                      |                    |                | 1,312           | 12.8         |
| Company names only _____                            |                    |                | 65              | 0.6          |
| Multi-Copy Same Addressee copies _____              |                    |                | -               | -            |
| Single Copy Sales _____                             |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                  |                    |                | <b>10,273</b>   | <b>100.0</b> |

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

| State & Zip Code             | Total Qualified | Percent     | State & Zip Code                     | Total Qualified | Percent      |
|------------------------------|-----------------|-------------|--------------------------------------|-----------------|--------------|
| 039-049 Maine _____          | 65              |             | 400-427 Kentucky _____               | 289             |              |
| 030-038 New Hampshire _____  | 72              |             | 370-385 Tennessee _____              | 219             |              |
| 050-059 Vermont _____        | 48              |             | 350-369 Alabama _____                | 173             |              |
| 010-027 Massachusetts _____  | 104             |             | 386-397 Mississippi _____            | 138             |              |
| 028-029 Rhode Island _____   | 19              |             | <b>EAST SO. CENTRAL</b>              | <b>819</b>      | <b>8.0</b>   |
| 060-069 Connecticut _____    | 62              |             | 716-729 Arkansas _____               | 167             |              |
| <b>NEW ENGLAND</b>           | <b>370</b>      | <b>3.6</b>  | 700-714 Louisiana _____              | 141             |              |
| 100-149 New York _____       | 531             |             | 730-749 Oklahoma _____               | 138             |              |
| 070-089 New Jersey _____     | 124             |             | 750-799 Texas _____                  | 305             |              |
| 150-196 Pennsylvania _____   | 685             |             | <b>WEST SO. CENTRAL</b>              | <b>751</b>      | <b>7.3</b>   |
| <b>MIDDLE ATLANTIC</b>       | <b>1,340</b>    | <b>13.0</b> | 590-599 Montana _____                | 137             |              |
| 430-459 Ohio _____           | 595             |             | 832-838 Idaho _____                  | 108             |              |
| 460-479 Indiana _____        | 624             |             | 820-831 Wyoming _____                | 46              |              |
| 600-629 Illinois _____       | 625             |             | 800-816 Colorado _____               | 150             |              |
| 480-499 Michigan _____       | 720             |             | 870-884 New Mexico _____             | 45              |              |
| 530-549 Wisconsin _____      | 636             |             | 850-865 Arizona _____                | 111             |              |
| <b>EAST NO. CENTRAL</b>      | <b>3,200</b>    | <b>31.2</b> | 840-847 Utah _____                   | 128             |              |
| 550-567 Minnesota _____      | 325             |             | 889-898 Nevada _____                 | 33              |              |
| 500-528 Iowa _____           | 170             |             | <b>MOUNTAIN</b>                      | <b>758</b>      | <b>7.4</b>   |
| 630-658 Missouri _____       | 401             |             | 995-999 Alaska _____                 | 23              |              |
| 580-588 North Dakota _____   | 39              |             | 980-994 Washington _____             | 121             |              |
| 570-577 South Dakota _____   | 50              |             | 970-979 Oregon _____                 | 112             |              |
| 680-693 Nebraska _____       | 97              |             | 900-961 California _____             | 190             |              |
| 660-679 Kansas _____         | 98              |             | 967-968 Hawaii _____                 | 9               |              |
| <b>WEST NO. CENTRAL</b>      | <b>1,180</b>    | <b>11.5</b> | <b>PACIFIC</b>                       | <b>455</b>      | <b>4.4</b>   |
| 197-199 Delaware _____       | 17              |             | <b>UNITED STATES</b>                 | <b>10,248</b>   | <b>99.8</b>  |
| 206-219 Maryland _____       | 87              |             | 969 & 004-009 U.S. Territories _____ | 2               |              |
| 200-205 Washington, DC _____ | 3               |             | Canada _____                         | 9               |              |
| 220-246 Virginia _____       | 175             |             | Mexico _____                         | -               |              |
| 247-268 West Virginia _____  | 178             |             | Other International _____            | 14              |              |
| 270-289 North Carolina _____ | 220             |             | AP0/FPO _____                        | -               |              |
| 290-299 South Carolina _____ | 134             |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>10,273</b>   | <b>100.0</b> |
| 300-319 Georgia _____        | 306             |             |                                      |                 |              |
| 320-349 Florida _____        | 255             |             |                                      |                 |              |
| <b>SOUTH ATLANTIC</b>        | <b>1,375</b>    | <b>13.4</b> |                                      |                 |              |

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

| 6-Month Period Ended:                                  | Audited Data | Audited Data | Audited Data | Audited Data        | Circulation Claim     | Circulation Claim    |
|--|--------------|--------------|--------------|---------------------|-----------------------|----------------------|
|  | 2005         | 2006         | 2007         | January - June 2008 | July - December 2008* | January - June 2009* |
| Total Audit Average Qualified: _____                   | 10,685       | 10,197       | 9,805        | 9,861               | 10,204                | 10,036               |
| Qualified Non-Paid: _                                  | 10,685       | 10,197       | 9,805        | 9,861               | 10,146                | 9,971                |
| Qualified Paid: _____                                  | -            | -            | 32           | 37                  | 58                    | 65                   |
| Post Expire Copies included in Paid Circulation: _____ | **NC         | **NC         | **NC         | **NC                | **NC                  | **NC                 |
| Average Annual Order Price: _____                      | **NC         | **NC         | **NC         | **NC                | **NC                  | **NC                 |

**\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

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

**9. ADDITIONAL DATA****CHANGE IN FREQUENCY:**

Effective with the January 2009 issue, Inside Archery changed its frequency from 12 to 10 issues per year.

**PARAGRAPH 3b:**

Association rosters and directories include 5 sources of circulation for quantities of 13 copies or 0.1% to 1,304 copies or 12.7%, including 2009 ATA Show Attendee List. Manufacturer's, distributor's, and wholesaler's lists includes 11 sources of circulation for quantities of 7 copies or 0.1% to 474 copies or 4.6%, including Kinsey's Archery Products Dealer List.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.****PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Sherry Krenz, Publisher

Heather Reginek, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 13, 2009

State Utah

County Salt Lake

Received by BPA Worldwide July 13, 2009

Type PJ

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