



Audit Bureau
of Circulations

BOWHUNT AMERICA

For the six months ended December 31, 2007

Field Served: North American bowhunters.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Analyzed non-paid bulk copies are delivered through the U.S. Postal Service to designated archery shops and hunting retail stores, and made available for pickup by customers.

Published by Zebra Publishing Inc.

Frequency: 7 times/year

ABC Member # 04-0131-8

PAID, VERIFIED & ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Bowhunt America

Paid, Verified & Analyzed Non-Paid
Magazine Publisher's Statement

For six months ended December 31, 2007

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	3,418	3.4			
Verified	26	0.0			
Total Paid & Verified Subscriptions	3,444	3.4			
Single Copy Sales	3,896	3.9			
Total Paid & Verified Circulation	7,340	7.3	None Claimed		
Total Analyzed Non-Paid Circulation	92,753	92.7	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	100,093	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (7 issue frequency)	\$9.95		
Average Subscription Price per Copy			
(1) For the Statement period			
(2) See Par. 9.			

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Sept.	2,882		2,882	3,159	6,041	93,136	99,177
Whitetail Special	3,352		3,352	4,221	7,573	92,616	100,189
Nov.	3,592	2	3,594	4,558	8,152	91,938	100,090
Equipment Review	3,846	102	3,948	3,648	7,596	93,322	100,918

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		3,145	3.4
Verified	N/A		N/A		N/A		N/A		15	0.0
Total Paid & Verified Subscriptions	N/A		N/A		N/A		N/A		3,160	3.4
Single Copy Sales	N/A		N/A		N/A		N/A		3,790	4.0
Total Paid & Verified Circulation	N/A		N/A		N/A		N/A		6,950	7.4
Year Over Year Percent of Change										
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		87,252	92.6
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		94,202	100.0
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	3,418	3.4
TOTAL PAID SUBSCRIPTIONS	3,418	3.4
VERIFIED SUBSCRIPTIONS		
Individual Use (See Par. 6B)	26	0.0
TOTAL VERIFIED SUBSCRIPTIONS	26	0.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,444	3.4
SINGLE COPY SALES		
Single Issue Sales	3,896	3.9
TOTAL SINGLE COPY SALES	3,896	3.9
TOTAL PAID & VERIFIED CIRCULATION	7,340	7.3
ANALYZED NON-PAID		
Non-Paid Bulk	92,753	92.7
TOTAL ANALYZED NON-PAID	92,753	92.7
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	100,093	100.0

*Included in Average Price calculation.

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	26		26

7. GEOGRAPHIC DATA for the November, 2007 issue

Total paid & verified circulation of this issue was 11.1% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.9% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	49		49	48	97	1,833	1,930	Ohio	146	1	147	181	328	4,002	4,330
Arizona	42		42	29	71	1,169	1,240	Oklahoma	46		46	26	72	1,582	1,654
Arkansas	44		44	26	70	1,812	1,882	Oregon	42		42	58	100	1,306	1,406
California	124		124	116	240	1,640	1,880	Pennsylvania	202		202	540	742	7,169	7,911
Colorado	80		80	68	148	1,229	1,377	Rhode Island	5		5	3	8	161	169
Connecticut	24		24	17	41	506	547	South Carolina	24		24	23	47	864	911
Delaware	8		8	7	15	180	195	South Dakota	14		14	70	84	742	826
District of Columbia	1		1	1	2		2	Tennessee	39	1	40	38	78	2,014	2,092
Florida	88		88	48	136	2,265	2,401	Texas	181		181	116	297	3,198	3,495
Georgia	50		50	36	86	2,420	2,506	Utah	33		33	3	36	1,036	1,072
Idaho	37		37	84	121	1,107	1,228	Vermont	12		12	16	28	581	609
Illinois	133		133	107	240	3,760	4,000	Virginia	62		62	67	129	2,226	2,355
Indiana	98		98	34	132	3,629	3,761	Washington	75		75	334	409	1,204	1,613
Iowa	53		53	50	103	1,890	1,993	West Virginia	42		42	21	63	2,821	2,884
Kansas	43		43	23	66	1,146	1,212	Wisconsin	567		567	176	743	5,385	6,128
Kentucky	43		43	18	61	2,473	2,534	Wyoming	31		31	36	67	721	788
Louisiana	35		35	44	79	1,469	1,548	TOTAL 48 CONTERMI- NOUS STATES	3,524	2	3,526	3,844	7,370	91,347	98,717
Maine	28		28	46	74	684	758	Alaska	18		18	46	64	301	365
Maryland	50		50	18	68	1,186	1,254	Hawaii	10		10	10	10	220	230
Massachusetts	44		44	42	86	983	1,069	TOTAL ALASKA & HAWAII	28		28	46	74	521	595
Michigan	207		207	327	534	5,699	6,233	U.S. Unclassified							
Minnesota	116		116	208	324	2,329	2,653	TOTAL UNITED STATES	3,552	2	3,554	3,890	7,444	91,868	99,312
Mississippi	30		30	22	52	1,392	1,444	Poss. & Other Areas	1		1		1	20	21
Missouri	127		127	80	207	3,412	3,619	U.S. & POSS., etc.	3,553	2	3,555	3,890	7,445	91,888	99,333
Montana	54		54	249	303	1,270	1,573	Canada	29		29	668	697	18	715
Nebraska	30		30	37	67	864	931	International	8		8		8	32	40
Nevada	10		10	6	16	361	377	Other Unclassified Military or Civilian							
New Hampshire	17		17	4	21	742	763	Personnel Overseas	2		2		2		2
New Jersey	59		59	41	100	989	1,089	GRAND TOTAL	3,592	2	3,594	4,558	8,152	91,938	100,090
New Mexico	18		18	25	43	580	623								
New York	170		170	179	349	4,683	5,032								
North Carolina	70		70	39	109	2,191	2,300								
North Dakota	21		21	57	78	442	520								

ANALYSIS BY ABCD COUNTY SIZE for the November, 2007 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 2 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	2,266	89.5
(b) Seven to eleven months (3 to 6 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	171	6.8
(c) Twelve months (7 issues)	1,731	68.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	96	3.7
(d) Thirteen to twenty-four months	588	23.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	214	8.5	Total Subscriptions Sold in Period	2,533	100.0
Total Subscriptions Sold in Period	2,533	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	1,356	53.5			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	1,177	46.5			
Total Subscriptions Sold in Period	2,533	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Single Copy: Canada, \$6.99. Subscriptions: U.S., 2 yrs. \$17.95; 3 yrs. \$22.95. Canada, 1 yr. \$19.95; 2 yrs. \$37.95; 3 yrs. \$52.95. International, 1 yr. \$29.95; 2 yrs. \$57.95; 3 yrs. \$82.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,939 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 142 or 4.2% of average paid subscription circulation.
- (d) Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.
- (e) Non-Paid Bulk, averaging 92,753 copies per issue, shown in Par. 6 and included in Par. 1, represents copies distributed to archery and hunting retail stores for pickup by customers.
- (f) Use of Premiums:
 A Can't Miss, with a value of \$1.15, was offered with subscriptions sold at 1 yr. \$9.95.
 A DVD, with a value of \$6.44, was offered with subscriptions sold at 2 yrs. \$24.95.

10. VARIANCE

Latest released Audit Report for 4 months ended December 31, 2006; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-06	None Claimed	5,399	*			None Claimed	80,514	*		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-06	None Claimed	None Claimed	*		

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

*Initial Audit for 4 months ended December 31, 2006 - Publisher's Statement not required for this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Zebra Publishing Inc.

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HEATHER REGINEK

SHERRY KRENZ

Date Signed: January 21, 2008

Circulation Manager

Publisher/Ad Director

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Established: 2003

ABC Member since: 2005

04-0131-8	Analyzed Issue Date	11/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	9.95
	Canadian Subscription Price	19.95
	International Subscription Price	29.95