



For the six months ended December 31, 2008

Field Served: North American bowhunters.

Definition of List Source Recipients: Individuals within the bowhunting/archery industry.

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: 8 times/year

ABC Member # 04-0131-8

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

Subject to Audit

Bowhunt America

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 | 6,554 | 6.5 | | | |
| Verified | 897 | 0.9 | | | |
| Total Paid & Verified Subscriptions | 7,451 | 7.4 | | | |
| Single Copy Sales | 3,194 | 3.1 | | | |
| Total Paid & Verified Circulation | 10,645 | 10.5 | None Claimed | | |
| Total Analyzed Non-Paid Circulation | 90,783 | 89.5 | None Claimed | | |
| Total Paid, Verified & Analyzed Non-Paid Circulation | 101,428 | 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 (8 issue frequency) | \$9.95 | | |
| Average Subscription Price per Copy | | \$10.42 | \$1.30 |

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

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. | 6,637 | 806 | 7,443 | 2,610 | 10,053 | 92,116 | 102,169 |
| Whitetail Special | 6,569 | 895 | 7,464 | 3,634 | 11,098 | 90,896 | 101,994 |
| Nov. | 6,279 | 988 | 7,267 | 3,783 | 11,050 | 90,359 | 101,409 |
| Equipment Review | 6,731 | 900 | 7,631 | 2,750 | 10,381 | 89,759 | 100,140 |

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended December 31, 2008

5. TREND ANALYSIS

| | 2004 | % | 2005 | % | 2006 | % | 2007 | % | 2008 | % |
|---|------------|---|------------|---|------------|---|---------------|--------------|----------------|--------------|
| Subscriptions: | | | | | | | | | | |
| Paid | N/A | | N/A | | N/A | | 3,145 | 3.4 | 5,856 | 5.8 |
| Verified | N/A | | N/A | | N/A | | 15 | 0.0 | 627 | 0.6 |
| Total Paid & Verified Subscriptions | N/A | | N/A | | N/A | | 3,160 | 3.4 | 6,483 | 6.4 |
| Single Copy Sales | N/A | | N/A | | N/A | | 3,790 | 4.0 | 3,353 | 3.3 |
| Total Paid & Verified Circulation | N/A | | N/A | | N/A | | 6,950 | 7.4 | 9,836 | 9.7 |
| Year Over Year Percent of Change | | | | | | | | | | 41.5 |
| Total Analyzed Non-Paid Circ. | N/A | | N/A | | N/A | | 87,252 | 92.6 | 91,408 | 90.3 |
| Year Over Year Percent of Change | | | | | | | | | | 4.8 |
| Total Paid, Verified & Analyzed Non-Paid Circ. | N/A | | N/A | | N/A | | 94,202 | 100.0 | 101,244 | 100.0 |
| Year Over Year Percent of Change | | | | | | | | | | 7.5 |
| Avg. Annualized Subscription Price | N/A | | N/A | | N/A | | N/A | | \$10.42 | |

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* | 6,554 | 6.5 |
| TOTAL PAID SUBSCRIPTIONS | 6,554 | 6.5 |
| VERIFIED SUBSCRIPTIONS | | |
| Individual Use (See Par. 6B) | 897 | 0.9 |
| TOTAL VERIFIED SUBSCRIPTIONS | 897 | 0.9 |
| TOTAL PAID & VERIFIED SUBSCRIPTIONS | 7,451 | 7.4 |
| SINGLE COPY SALES | | |
| Single Issue Sales | 3,194 | 3.1 |
| TOTAL SINGLE COPY SALES | 3,194 | 3.1 |
| TOTAL PAID & VERIFIED CIRCULATION | 10,645 | 10.5 |
| ANALYZED NON-PAID | | |
| List Source | 868 | 0.9 |
| Non-Paid Bulk | 89,915 | 88.6 |
| TOTAL ANALYZED NON-PAID | 90,783 | 89.5 |
| TOTAL PAID, VERIFIED & ANALYZED NON-PAID | 101,428 | 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 | Total Individual Use Copies |
|------------------------|------------------------|-----------------------------|
| Individual Use | 897 | 897 |

7. GEOGRAPHIC DATA for the Equipment Review 2008 issue

Total paid & verified circulation of this issue was 2.4% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 1.1% 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 | 76 | 15 | 91 | 30 | 121 | 1,700 | 1,821 | Ohio | 311 | 36 | 347 | 95 | 442 | 4,734 | 5,176 |
| Arizona | 80 | 16 | 96 | 26 | 122 | 1,093 | 1,215 | Oklahoma | 102 | 10 | 112 | 45 | 157 | 1,624 | 1,781 |
| Arkansas | 109 | 15 | 124 | 24 | 148 | 1,768 | 1,916 | Oregon | 98 | 14 | 112 | 47 | 159 | 1,285 | 1,444 |
| California | 206 | 22 | 228 | 49 | 277 | 1,680 | 1,957 | Pennsylvania | 419 | 51 | 470 | 126 | 596 | 6,608 | 7,204 |
| Colorado | 126 | 37 | 163 | 30 | 193 | 1,295 | 1,488 | Rhode Island | 8 | 2 | 10 | 6 | 16 | 122 | 138 |
| Connecticut | 42 | 7 | 49 | 16 | 65 | 455 | 520 | South Carolina | 65 | 12 | 77 | 23 | 100 | 990 | 1,090 |
| Delaware | 20 | 2 | 22 | 3 | 25 | 182 | 207 | South Dakota | 44 | 2 | 46 | 37 | 83 | 682 | 765 |
| District of Columbia | | | | 5 | 5 | | 6 | Tennessee | 96 | 17 | 113 | 52 | 165 | 2,184 | 2,349 |
| Florida | 184 | 23 | 207 | 44 | 251 | 2,170 | 2,421 | Texas | 406 | 27 | 433 | 158 | 591 | 3,381 | 3,972 |
| Georgia | 134 | 22 | 156 | 20 | 176 | 2,290 | 2,466 | Utah | 61 | 24 | 85 | 8 | 93 | 1,022 | 1,115 |
| Idaho | 56 | 22 | 78 | 49 | 127 | 1,129 | 1,256 | Vermont | 24 | | 24 | 3 | 27 | 582 | 609 |
| Illinois | 298 | 50 | 348 | 60 | 408 | 3,863 | 4,271 | Virginia | 152 | 23 | 175 | 42 | 217 | 1,986 | 2,203 |
| Indiana | 205 | 30 | 235 | 43 | 278 | 3,709 | 3,987 | Washington | 148 | 10 | 158 | 142 | 300 | 1,153 | 1,453 |
| Iowa | 123 | 20 | 143 | 34 | 177 | 1,891 | 2,068 | West Virginia | 107 | 4 | 111 | 17 | 128 | 2,585 | 2,713 |
| Kansas | 87 | 10 | 97 | 46 | 143 | 1,054 | 1,197 | Wisconsin | 589 | 75 | 664 | 145 | 809 | 5,168 | 5,977 |
| Kentucky | 114 | 17 | 131 | 30 | 161 | 2,319 | 2,480 | Wyoming | 39 | 3 | 42 | 29 | 71 | 641 | 712 |
| Louisiana | 111 | 10 | 121 | 31 | 152 | 1,420 | 1,572 | TOTAL 48 CONTERMI- NOUS STATES | 6,617 | 899 | 7,516 | 2,556 | 10,072 | 89,271 | 99,343 |
| Maine | 39 | 2 | 41 | 19 | 60 | 566 | 626 | Alaska | 28 | | 28 | 24 | 52 | 321 | 373 |
| Maryland | 97 | 6 | 103 | 17 | 120 | 1,074 | 1,194 | Hawaii | 6 | 1 | 7 | | 7 | 143 | 150 |
| Massachusetts | 87 | 6 | 93 | 82 | 175 | 937 | 1,112 | TOTAL ALASKA & HAWAII | 34 | 1 | 35 | 24 | 59 | 464 | 523 |
| Michigan | 383 | 64 | 447 | 169 | 616 | 5,510 | 6,126 | U.S. Unclassified | | | | | | | |
| Minnesota | 239 | 50 | 289 | 128 | 417 | 2,198 | 2,615 | TOTAL UNITED STATES | 6,651 | 900 | 7,551 | 2,580 | 10,131 | 89,735 | 99,866 |
| Mississippi | 61 | 18 | 79 | 14 | 93 | 1,393 | 1,486 | Poss. & Other Areas | 2 | | 2 | | 2 | 20 | 22 |
| Missouri | 239 | 33 | 272 | 228 | 500 | 3,429 | 3,929 | U.S. & POSS., etc. | 6,653 | 900 | 7,553 | 2,580 | 10,133 | 89,755 | 99,888 |
| Montana | 90 | 18 | 108 | 114 | 222 | 1,265 | 1,487 | Canada | 33 | | 33 | 170 | 203 | 2 | 205 |
| Nebraska | 49 | 11 | 60 | 38 | 98 | 849 | 947 | International | 43 | | 43 | | 43 | | 43 |
| Nevada | 23 | 3 | 26 | 6 | 32 | 347 | 379 | Other Unclassified Military or Civilian | | | | | | | |
| New Hampshire | 36 | 5 | 41 | 2 | 43 | 624 | 667 | Personnel Overseas | 2 | | 2 | | 2 | 2 | 4 |
| New Jersey | 97 | 7 | 104 | 20 | 124 | 855 | 979 | GRAND TOTAL | 6,731 | 900 | 7,631 | 2,750 | 10,381 | 89,759 | 100,140 |
| New Mexico | 41 | 3 | 44 | 24 | 68 | 620 | 688 | | | | | | | | |
| New York | 314 | 29 | 343 | 121 | 464 | 4,288 | 4,752 | | | | | | | | |
| North Carolina | 146 | 12 | 158 | 25 | 183 | 2,088 | 2,271 | | | | | | | | |
| North Dakota | 36 | 4 | 40 | 34 | 74 | 462 | 536 | | | | | | | | |

ANALYSIS BY ABCD COUNTY SIZE for the Equipment Review 2008 issue

Magazines 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, 2008

| A. DURATION | | % | C. CHANNELS | | % |
|--|-------|-------|---|-------|-------|
| (a) One to six months (1 to 4 issues) | | | (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers..... | 2,117 | 41.9 |
| (b) Seven to eleven months (5 to 7 issues) | 28 | 0.6 | (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling..... | 1,576 | 31.2 |
| (c) Twelve months (8 issues) | 2,632 | 52.1 | (c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations..... | 1,356 | 26.9 |
| (d) Thirteen to twenty-four months..... | 1,422 | 28.2 | (d) Subscriptions as part of membership in an organization | None | |
| (e) Twenty-five months and more | 967 | 19.1 | Total Subscriptions Sold in Period | 5,049 | 100.0 |
| Total Subscriptions Sold in Period | 5,049 | 100.0 | | | |
| B. USE OF PREMIUMS | | | | | |
| (a) Ordered without premium | 4,128 | 81.8 | | | |
| (b) Ordered with material reprinted from this publication..... | None | | | | |
| (c) Ordered with other premiums, See Par. 9 | 921 | 18.2 | | | |
| Total Subscriptions Sold in Period | 5,049 | 100.0 | | | |

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$3.99. Subscriptions: U.S., 2 yrs. \$17.95; 3 yrs. \$22.95. Canada, 1 yr. \$36.95; 2 yrs. \$71.95; 3 yrs. \$103.95. International, 1 yr. \$45.95; 2 yrs. \$89.95; 3 yrs. \$130.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,774 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 722 or 11.0% of average paid subscription circulation.
- (d) List Source, averaging 868 copies per issue, shown in Par. 6 and included in Par. 1, represents names from the non-paid lists of The Archery Trade Association.
- (e) Non-Paid Bulk, averaging 89,915 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 12 months ended December 31, 2007; 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) |
|---------------------------------|-----------------------------|--------------------------------|--|------------------------------|--|-------------------------------|----------------------------------|--|--------------------------------|--|
| 12-31-07 | None Claimed | 6,951 | 6,951 | | | None Claimed | 87,252 | 87,252 | | |
| 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) |
|--------------------|----------------------|-------------------------|-----------------------------------|-----------------------|-------------------------------------|
| 12-31-07 | 94,203 | 94,203 | | | |
| 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.

BOWHUNT AMERICA, published by Zebra Publishing Inc. • 2960 N. Academy Blvd., Suite 101 • Colorado Springs, CO 80917

HEATHER REGINEK

SHERRY KRENZ

Date Signed: February 2, 2009

Circulation Manager

Publisher/Ad Director

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Established: 2003

ABC Member since: 2005

| | | |
|-----------|---|----------|
| 04-0131-8 | Analyzed Issue Date | 12/01/08 |
| | 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 | 36.95 |
| | International Subscription Price | 45.95 |