



Audit Bureau
of Circulations

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

Subject to Audit

Bowhunt America

For the six months ended June 30, 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

Frequency: 7 times/year

ABC Member # 04-0131-8

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	2,780	3.2			
Verified					
Total Paid & Verified Subscriptions	2,780	3.2			
Single Copy Sales	3,651	4.2			
Total Paid & Verified Circulation	6,431	7.4	None Claimed		
Total Analyzed Non-Paid Circulation	79,918	92.6	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	86,349	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
Jan.	2,519		2,519	3,874	6,393	80,268	86,661
Apr.	2,850		2,850	3,875	6,725	79,828	86,553
Buyer's Guide	2,972		2,972	3,204	6,176	79,658	85,834

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended June 30, 2007

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		N/A	
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		N/A		N/A		N/A	
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		N/A	
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
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*	2,780	3.2
TOTAL PAID SUBSCRIPTIONS	2,780	3.2
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,780	3.2
SINGLE COPY SALES		
Single Issue Sales	3,651	4.2
TOTAL SINGLE COPY SALES	3,651	4.2
TOTAL PAID & VERIFIED CIRCULATION	6,431	7.4
ANALYZED NON-PAID		
Non-Paid Bulk	79,918	92.6
TOTAL ANALYZED NON-PAID	79,918	92.6
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	86,349	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:

None

7. GEOGRAPHIC DATA for the April, 2007 issue

Total paid & verified circulation of this issue was 4.6% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.1% 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	44		44	43	87	1,717	1,804	Ohio	128		128	160	288	3,757	4,045
Arizona	38		38	21	59	1,054	1,113	Oklahoma	40		40	18	58	1,360	1,418
Arkansas	38		38	19	57	1,598	1,655	Oregon	33		33	64	97	1,190	1,287
California	107		107	119	226	1,479	1,705	Pennsylvania	173		173	528	701	6,460	7,161
Colorado	61		61	53	114	986	1,100	Rhode Island	6		6	2	8	153	161
Connecticut	19		19	12	31	408	439	South Carolina	20		20	20	40	748	788
Delaware	8		8	7	15	136	151	South Dakota	14		14	55	69	510	579
District of Columbia	1		1	1	2		2	Tennessee	38		38	29	67	1,870	1,937
Florida	63		63	43	106	1,700	1,806	Texas	154		154	85	239	2,873	3,112
Georgia	46		46	30	76	1,955	2,031	Utah	27		27	2	29	765	794
Idaho	38		38	88	126	901	1,027	Vermont	10		10	14	24	578	602
Illinois	129		129	77	206	3,315	3,521	Virginia	54		54	52	106	1,887	1,993
Indiana	87		87	26	113	3,111	3,224	Washington	65		65	360	425	1,054	1,479
Iowa	50		50	39	89	1,581	1,670	West Virginia	36		36	19	55	2,397	2,452
Kansas	36		36	16	52	969	1,021	Wisconsin	230		230	135	365	4,692	5,057
Kentucky	43		43	15	58	2,210	2,268	Wyoming	28		28	28	56	595	651
Louisiana	26		26	39	65	1,105	1,170	TOTAL 48 CONTERMI- NOUS STATES	2,792		2,792	3,479	6,271	79,271	85,542
Maine	20		20	25	45	697	742	Alaska	20		20	41	61	289	350
Maryland	49		49	17	66	1,020	1,086	Hawaii	8		8	8	8	204	212
Massachusetts	40		40	27	67	799	866	TOTAL ALASKA & HAWAII	28		28	41	69	493	562
Michigan	190		190	296	486	4,760	5,246	U.S. Unclassified							
Minnesota	98		98	172	270	2,057	2,327	TOTAL UNITED STATES	2,820		2,820	3,520	6,340	79,764	86,104
Mississippi	17		17	20	37	1,275	1,312	Poss. & Other Areas	2		2	2	2	34	36
Missouri	112		112	59	171	2,992	3,163	U.S. & POSS., etc.	2,822		2,822	3,520	6,342	79,798	86,140
Montana	49		49	272	321	935	1,256	Canada	22		22	355	377		377
Nebraska	25		25	29	54	765	819	International	6		6		6	30	36
Nevada	7		7	5	12	323	335	Other Unclassified Military or Civilian Personnel Overseas							
New Hampshire	15		15	3	18	663	681	GRAND TOTAL	2,850		2,850	3,875	6,725	79,828	86,553
New Jersey	57		57	52	109	901	1,010								
New Mexico	12		12	19	31	544	575								
New York	137		137	182	319	4,080	4,399								
North Carolina	59		59	31	90	1,904	1,994								
North Dakota	15		15	51	66	442	508								

ANALYSIS BY ABCD COUNTY SIZE for the April, 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 June 30, 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.....	1,335		100.0
(b) Seven to eleven months (3 to 6 issues)	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None		
(c) Twelve months (7 issues)	848		63.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	277		20.8	(d) Subscriptions as part of membership in an organiza- tion	None		
(e) Twenty-five months and more	210		15.7	Total Subscriptions Sold in Period	1,335		100.0
Total Subscriptions Sold in Period	1,335		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	763		57.2				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9	572		42.8				
Total Subscriptions Sold in Period	1,335		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: 6,282 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 190 or 6.8% 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 79,918 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 hat, with a value of \$2.00, and a Can't Miss, with a value of \$1.15, were offered with subscriptions sold at 1 yr. \$9.95.
 A Muzzy broadhead, with a value of \$13.50, was offered with subscriptions sold at 1 yr. \$19.95.
 A Hunter Dan, with a value of \$12.63, was offered with subscriptions at 2 yrs. \$35.95.
 A DVD, with a value of \$6.44, was offered with subscriptions sold at 2 yrs. \$24.95.
 A Copper John, with a value of \$26.00, was offered with subscriptions sold at 3 yrs. \$49.95.

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.

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

HEATHER REGINEK

SHERRY KRENZ

Date Signed: August 1, 2007

Circulation Manager

Publisher

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Established: 2003

ABC Member since: 2005

04-0131-8	Analyzed Issue Date	04/01/07
	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