



Audit Bureau
of Circulations

BOWHUNT AMERICA

For the six months ended June 30, 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	5,158	5.1			
Verified	356	0.4			
Total Paid & Verified Subscriptions	5,514	5.5			
Single Copy Sales	3,512	3.5			
Total Paid & Verified Circulation	9,026	9.0	None Claimed		
Total Analyzed Non-Paid Circulation	92,033	91.0	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	101,059	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$9.95		
Average Subscription Price Annualized			
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.	3,916	128	4,044	4,104	8,148	91,873	100,021
Mar.	4,763	241	5,004	3,724	8,728	90,337	99,065
May	5,464	325	5,789	3,113	8,902	92,679	101,581
Buyer's Guide	6,489	731	7,220	3,108	10,328	93,242	103,570

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended June 30, 2008

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*	5,158	5.1
TOTAL PAID SUBSCRIPTIONS	5,158	5.1
VERIFIED SUBSCRIPTIONS		
Individual Use (See Par. 6B)	356	0.4
TOTAL VERIFIED SUBSCRIPTIONS	356	0.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	5,514	5.5
SINGLE COPY SALES		
Single Issue Sales	3,512	3.5
TOTAL SINGLE COPY SALES	3,512	3.5
TOTAL PAID & VERIFIED CIRCULATION	9,026	9.0
ANALYZED NON-PAID		
List Source	649	0.6
Non-Paid Bulk	91,384	90.4
TOTAL ANALYZED NON-PAID	92,033	91.0
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	101,059	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	356		356

7. GEOGRAPHIC DATA for the Buyer's Guide 2008 issue

Total paid & verified circulation of this issue was 14.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 1.3% greater 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	73	9	82	13	95	1,740	1,835	Ohio	275	30	305	115	420	5,054	5,474
Arizona	71	12	83	22	105	1,132	1,237	Oklahoma	91	6	97	34	131	1,604	1,735
Arkansas	94	12	106	18	124	1,709	1,833	Oregon	77	13	90	65	155	1,305	1,460
California	200	14	214	78	292	1,675	1,967	Pennsylvania	393	38	431	198	629	7,151	7,780
Colorado	122	24	146	41	187	1,256	1,443	Rhode Island	8	2	10	3	13	142	155
Connecticut	41	5	46	12	58	533	591	South Carolina	56	8	64	6	70	910	980
Delaware	17	1	18	5	23	222	245	South Dakota	39	2	41	38	79	743	822
District of Columbia				7	7		7	Tennessee	73	16	89	17	106	2,323	2,429
Florida	157	20	177	8	185	2,169	2,354	Texas	332	24	356	131	487	3,281	3,768
Georgia	106	16	122	21	143	2,429	2,572	Utah	59	20	79	5	84	1,083	1,167
Idaho	60	34	94	51	145	1,129	1,274	Vermont	20		20	12	32	603	635
Illinois	466	29	495	69	564	3,702	4,266	Virginia	128	18	146	23	169	2,266	2,435
Indiana	168	38	206	32	238	3,431	3,669	Washington	134	7	141	185	326	1,168	1,494
Iowa	113	11	124	34	158	2,009	2,167	West Virginia	83	2	85	14	99	2,845	2,944
Kansas	80	10	90	33	123	1,094	1,217	Wisconsin	781	45	826	161	987	5,404	6,391
Kentucky	101	11	112	17	129	2,359	2,488	Wyoming	40	2	42	29	71	681	752
Louisiana	92	28	120	23	143	1,476	1,619	TOTAL 48 CONTERMI-							
Maine	39	1	40	25	65	727	792	NOUS STATES	6,400	703	7,103	2,692	9,795	92,611	102,406
Maryland	83	4	87	21	108	1,075	1,183	Alaska	25		25	27	52	301	353
Massachusetts	89	6	95	92	187	977	1,164	Hawaii	11	1	12		12	180	192
Michigan	369	46	415	262	677	5,653	6,330	TOTAL ALASKA							
Minnesota	213	40	253	181	434	2,418	2,852	& HAWAII	36	1	37	27	64	481	545
Mississippi	49	8	57	3	60	1,433	1,493	U.S. Unclassified							
Missouri	228	18	246	104	350	3,433	3,783	TOTAL UNITED	6,436	704	7,140	2,719	9,859	93,092	102,951
Montana	86	17	103	149	252	1,287	1,539	States							
Nebraska	46	8	54	53	107	890	997	Poss. & Other Areas				2	2	20	22
Nevada	24	2	26	5	31	349	380	U.S. & POSS., etc.	6,436	704	7,140	2,721	9,861	93,112	102,973
New Hampshire	32	3	35	2	37	764	801	Canada	37	25	62	387	449	97	546
New Jersey	87	4	91	21	112	935	1,047	International	16	2	18		18	33	51
New Mexico	34	3	37	28	65	620	685	Other Unclassified							
New York	298	23	321	168	489	4,730	5,219	Military or Civilian							
North Carolina	135	10	145	15	160	2,210	2,370	Personnel Overseas							
North Dakota	38	3	41	43	84	482	566	GRAND TOTAL	6,489	731	7,220	3,108	10,328	93,242	103,570

ANALYSIS BY ABCD COUNTY SIZE for the Buyer's Guide 2008 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, 2008

A. DURATION			%	C. CHANNELS			%
(a) One to six months (1 to 4 issues)	None			(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	2,339		73.6
(b) Seven to eleven months (5 to 7 issues)	2		0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	723		22.7
(c) Twelve months (8 issues)	1,274		40.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	117		3.7
(d) Thirteen to twenty-four months.....	1,160		36.5	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	743		23.4	Total Subscriptions Sold in Period	3,179		100.0
Total Subscriptions Sold in Period	3,179		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	2,310		72.7				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9	869		27.3				
Total Subscriptions Sold in Period	3,179		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. \$36.95; 2 yrs. \$71.95; 3 yrs. \$103.95. International, 1 yr. \$45.95; 2 yrs. \$59.95; 3 yrs. \$130.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,399 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 413 or 8.0% 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) List Source, averaging 649 copies per issue, shown in Par. 6 and included in Par. 1, represents names from the non-paid lists of The Archery Trade Association.
- (f) Non-Paid Bulk, averaging 91,384 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.
- (g) 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)
12-31-06	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: August 5, 2008

Circulation Manager

Publisher/Ad Director

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Established: 2003

ABC Member since: 2005

04-0131-8	Analyzed Issue Date	06/01/08
	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