



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

Subject to Audit

**BOWHUNT  
AMERICA**

For the six months ended June 30, 2009

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 to designated archery shops and hunting retail stores, and made available for pickup by customers. List Source copies are delivered to individual recipients via U.S. Mail.

Published by Zebra Publishing Inc.

Frequency: 8 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)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	8,809	8.7			
Verified	1,039	1.0			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>9,848</b>	<b>9.7</b>			
Single Copy Sales	3,678	3.7			
<b>Total Paid &amp; Verified Circulation</b>	<b>13,526</b>	<b>13.4</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>87,191</b>	<b>86.6</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>100,717</b>	<b>100.0</b>	<b>None Claimed</b>		

**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		\$10.67	\$1.33

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 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
Jan.	6,812	1,091	7,903	4,972	12,875	89,183	102,058
Bear & Turkey Special	8,744	1,096	9,840	3,378	13,218	87,139	100,357
Spring Buyer's Guide 2009	9,809	949	10,758	3,227	13,985	86,430	100,415
Shooter's School 2009	9,871	1,018	10,889	3,135	14,024	86,013	100,037

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

None

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

For six months ended June 30, 2009

## 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
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>3,160</b>	<b>3.4</b>	<b>6,483</b>	<b>6.4</b>
Single Copy Sales	N/A		N/A		N/A		3,790	4.0	3,353	3.3
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>6,950</b>	<b>7.4</b>	<b>9,836</b>	<b>9.7</b>
Year Over Year Percent of Change										41.5
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>87,252</b>	<b>92.6</b>	<b>91,408</b>	<b>90.3</b>
Year Over Year Percent of Change										4.8
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>94,202</b>	<b>100.0</b>	<b>101,244</b>	<b>100.0</b>
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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	8,708	8.6
Sponsored Sales	101	0.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>8,809</b>	<b>8.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	1,039	1.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>1,039</b>	<b>1.0</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>9,848</b>	<b>9.7</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	3,678	3.7
<b>TOTAL SINGLE COPY SALES</b>	<b>3,678</b>	<b>3.7</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>13,526</b>	<b>13.4</b>
<b>ANALYZED NON-PAID</b>		
List Source	869	0.9
Non-Paid Bulk	86,322	85.7
<b>TOTAL ANALYZED NON-PAID</b>	<b>87,191</b>	<b>86.6</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>100,717</b>	<b>100.0</b>

\*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	1,039		1,039

## 7. GEOGRAPHIC DATA for the Spring Buyer's Guide 2009 issue

Total paid & verified circulation of this issue was 3.0% 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	132	19	151	35	186	1,360	1,546	Ohio	452	39	491	124	615	4,196	4,811
Arizona	109	16	125	13	138	993	1,131	Oklahoma	158	11	169	48	217	1,484	1,701
Arkansas	155	15	170	46	216	1,508	1,724	Oregon	140	14	154	61	215	1,145	1,360
California	316	25	341	45	386	1,558	1,944	Pennsylvania	635	52	687	162	849	8,007	8,856
Colorado	173	39	212	131	343	955	1,298	Rhode Island	17	2	19	4	23	143	166
Connecticut	55	8	63	27	90	575	665	South Carolina	100	12	112	41	153	872	1,025
Delaware	24	2	26	9	35	162	197	South Dakota	75	2	77	30	107	643	750
District of Columbia				24	24	1	25	Tennessee	154	17	171	44	215	1,804	2,019
Florida	282	23	305	53	358	1,972	2,330	Texas	627	29	656	59	715	2,781	3,496
Georgia	208	23	231	21	252	2,111	2,363	Utah	73	25	98	3	101	822	923
Idaho	78	23	101	39	140	1,069	1,209	Vermont	28	28	56	15	43	862	905
Illinois	430	54	484	60	544	3,501	4,045	Virginia	237	25	262	66	328	1,606	1,934
Indiana	299	31	330	50	380	3,390	3,770	Washington	194	11	205	140	345	1,113	1,458
Iowa	189	20	209	46	255	1,751	2,006	West Virginia	154	4	158	15	173	2,145	2,318
Kansas	167	10	177	13	190	913	1,103	Wisconsin	694	80	774	173	947	4,805	5,752
Kentucky	164	17	181	60	241	2,079	2,320	Wyoming	47	4	51	60	111	541	652
Louisiana	177	9	186	20	206	1,099	1,305	<b>TOTAL 48 CONTERMI-</b>							
Maine	58	3	61	35	96	887	983	<b>NOUS STATES</b>	<b>9,596</b>	<b>948</b>	<b>10,544</b>	<b>2,916</b>	<b>13,460</b>	<b>85,984</b>	<b>99,444</b>
Maryland	149	6	155	17	172	914	1,086	Alaska	34		34	29	63	301	364
Massachusetts	112	6	118	52	170	1,217	1,387	Hawaii	14	1	15	2	17	103	120
Michigan	482	63	545	176	721	4,889	5,610	<b>TOTAL ALASKA</b>							
Minnesota	318	49	367	176	543	1,977	2,520	<b>&amp; HAWAII</b>	<b>48</b>	<b>1</b>	<b>49</b>	<b>31</b>	<b>80</b>	<b>404</b>	<b>484</b>
Mississippi	96	18	114	11	125	1,233	1,358	U.S. Unclassified							
Missouri	408	43	451	163	614	3,028	3,642	<b>TOTAL UNITED</b>	<b>9,644</b>	<b>949</b>	<b>10,593</b>	<b>2,947</b>	<b>13,540</b>	<b>86,388</b>	<b>99,928</b>
Montana	122	21	143	140	283	1,163	1,446	States							
Nebraska	97	11	108	119	227	709	936	Poss. & Other Areas	5		5	5	40	45	
Nevada	28	3	31	2	33	287	320	U.S. & POSS., etc.	<b>9,649</b>	<b>949</b>	<b>10,598</b>	<b>2,947</b>	<b>13,545</b>	<b>86,428</b>	<b>99,973</b>
New Hampshire	54	5	59	13	72	924	996	Canada	110		110	280	390	2	392
New Jersey	148	7	155	71	226	1,472	1,698	International	46		46		46		46
New Mexico	57	4	61	12	73	520	593	Other Unclassified							
New York	460	31	491	117	608	6,488	7,096	Military or Civilian							
North Carolina	217	13	230	29	259	1,888	2,147	Personnel Overseas	4		4		4		4
North Dakota	47	4	51	46	97	422	519	<b>GRAND TOTAL</b>	<b>9,809</b>	<b>949</b>	<b>10,758</b>	<b>3,227</b>	<b>13,985</b>	<b>86,430</b>	<b>100,415</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Spring Buyer's Guide 2009 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 June 30, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 4 issues)	1	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	1,878	48.1
(b) Seven to eleven months (5 to 7 issues)	1	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,656	42.4
(c) Twelve months (8 issues)	1,734	44.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	372	9.5
(d) Thirteen to twenty-four months	926	23.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,244	31.9	Total Subscriptions Sold in Period	3,906	100.0
Total Subscriptions Sold in Period	3,906	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	3,376	86.4			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	530	13.6			
Total Subscriptions Sold in Period	3,906	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$3.99. Subscriptions: U.S., 2 yrs. \$15.95; 3 yrs. \$19.95. Canada, 1 yr. \$29.95; 2 yrs. \$55.95; 3 yrs. \$79.95. International, 1 yr. \$39.95; 2 yrs. \$75.95; 3 yrs. \$109.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,508 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 453 or 5.1% of average paid subscription circulation.
- (d) Sponsored Subscription Sales: The average of 101 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (e) List Source, averaging 869 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 86,322 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 <sup>^</sup>	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	None Claimed	94,203	94,203		
12-31-06	None Claimed	85,913	*		

<sup>^</sup>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: July 21, 2009

Circulation Manager

Publisher/Ad Director

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Established: 2003

ABC Member since: 2005

04-0131-8	Analyzed Issue Date	03/01/09
	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	29.95
	International Subscription Price	39.95