



Audit Bureau
of Circulations

**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
INITIAL AUDIT REPORT**

See Par. 9

Bowhunt America

For the four months ended December 31, 2006

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

Bowhunt America

Paid, Verified & Analyzed Non-Paid
Magazine Initial Audit

For four months ended December 31, 2006

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

	Average for the Report Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	2,134	2.5			
Verified					
Total Paid & Verified Subscriptions	2,134	2.5			
Single Copy Sales	3,265	3.8			
Total Paid & Verified Circulation	5,399	6.3		None Claimed	
Total Analyzed Non-Paid Circulation	80,514	93.7		None Claimed	
Total Paid, Verified & Analyzed Non-Paid Circulation	85,913	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 Report 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.	2,100		2,100	2,427	4,527	80,860	85,387
Whitetail	2,111		2,111	3,812	5,923	80,412	86,335
Nov.	2,134		2,134	3,323	5,457	79,944	85,401
Equipment Review	2,190		2,190	3,499	5,689	80,838	86,527

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None of record

AUDIT STATEMENT

This is an Initial Audit covering the four months ended December 31, 2006 and release of this report constitutes qualification and acceptance of membership.

5. TREND ANALYSIS

Not Applicable

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*	2,134	2.5
TOTAL PAID SUBSCRIPTIONS	2,134	2.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,134	2.5
SINGLE COPY SALES		
Single Issue Sales	3,265	3.8
TOTAL SINGLE COPY SALES	3,265	3.8
TOTAL PAID & VERIFIED CIRCULATION	5,399	6.3
ANALYZED NON-PAID		
Non-Paid Bulk	80,514	93.7
TOTAL ANALYZED NON-PAID	80,514	93.7
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	85,913	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 report period to the following public areas:

None of record

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

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

None of record

7. GEOGRAPHIC DATA for the November, 2006 issue

Total paid & verified circulation of this issue was 1.07% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.71% 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	30		30	25	55	1,694	1,749	Ohio	94		94	106	200	3,734	3,934
Arizona	30		30	18	48	982	1,030	Oklahoma	27		27	13	40	1,320	1,360
Arkansas	29		29	13	42	1,612	1,654	Oregon	29		29	91	120	1,116	1,236
California	81		81	124	205	1,578	1,783	Pennsylvania	130		130	444	574	6,470	7,044
Colorado	52		52	40	92	982	1,074	Rhode Island	5		5	7	12	142	154
Connecticut	10		10	4	14	408	422	South Carolina	15		15	9	24	776	800
Delaware	7		7	1	8	150	158	South Dakota	11		11	42	53	522	575
District of Columbia	1		1	19	20		20	Tennessee	26		26	46	72	1,820	1,892
Florida	63		63	46	109	1,720	1,829	Texas	121		121	91	212	2,926	3,138
Georgia	35		35	143	178	1,976	2,154	Utah	24		24	14	38	730	768
Idaho	29		29	52	81	852	933	Vermont	8		8	15	23	612	635
Illinois	96		96	54	150	3,420	3,570	Virginia	42		42	60	102	1,894	1,996
Indiana	61		61	26	87	3,076	3,163	Washington	48		48	195	243	1,044	1,287
Iowa	37		37	60	97	1,540	1,637	West Virginia	26		26	16	42	2,394	2,436
Kansas	25		25	34	59	932	991	Wisconsin	168		168	136	304	4,640	4,944
Kentucky	26		26	14	40	2,390	2,430	Wyoming	19		19	24	43	566	609
Louisiana	21		21	15	36	1,112	1,148	TOTAL 48 CONTERMI- NOUS STATES	2,090		2,090	2,874	4,964	79,408	84,372
Maine	13		13	15	28	684	712	Alaska	15		15	11	26	286	312
Maryland	38		38	8	46	1,050	1,096	Hawaii	5		5	4	9	192	201
Massachusetts	29		29	14	43	836	879	TOTAL ALASKA & HAWAII	20		20	15	35	478	513
Michigan	141		141	140	281	4,796	5,077	U.S. Unclassified	1		1	1	28	29	
Minnesota	67		67	98	165	2,034	2,199	TOTAL UNITED STATES	2,111		2,111	2,889	5,000	79,914	84,914
Mississippi	16		16	8	24	1,288	1,312	Poss. & Other Areas							
Missouri	85		85	32	117	2,914	3,031	U.S. & POSS., etc.	2,111		2,111	2,889	5,000	79,914	84,914
Montana	38		38	225	263	902	1,165	Canada	18		18	410	428		428
Nebraska	19		19	27	46	722	768	International	5		5	24	29	30	59
Nevada	6		6	4	10	326	336	Other Unclassified Military or Civilian Personnel Overseas							
New Hampshire	11		11	1	12	734	746	GRAND TOTAL	2,134		2,134	3,323	5,457	79,944	85,401
New Jersey	39		39	72	111	938	1,049								
New Mexico	10		10	8	18	554	572								
New York	96		96	119	215	4,120	4,335								
North Carolina	44		44	34	78	1,968	2,046								
North Dakota	12		12	72	84	412	496								

ANALYSIS BY ABCD COUNTY SIZE for the November, 2006 issue

Magazines of less than 500,000 total average paid, verified and 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 four month period ended December 31, 2006

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 2 issues)	None of record		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	549	96.5
(b) Seven to eleven months (3 to 6 issues)	None of record		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None of record	
(c) Twelve months (7 issues)	208	36.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	20	3.5
(d) Thirteen to twenty-four months	207	36.4	(d) Subscriptions as part of membership in an organization	None of record	
(e) Twenty-five months and more	154	27.1	Total Subscriptions Sold in Period	569	100.0
Total Subscriptions Sold in Period	569	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	398	70.0			
(b) Ordered with material reprinted from this publication	None of record				
(c) Ordered with other premiums, See Par. 9	171	30.0			
Total Subscriptions Sold in Period	569	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Single Copy: Canada, \$6.00. 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 4 month period: 6,249 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 116 or 5.4% of average paid subscription circulation.
- (d) This is an Initial Audit covering the four months ended December 31, 2006 and release of this report constitutes qualification and acceptance of membership.
- (e) Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.
- (f) Non-Paid Bulk, averaging 80,514 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) The following premiums were offered during this report period:
- A hat, with a value of \$2.00, was offered with subscriptions sold at 1 yr. \$19.95 and 2 yrs. \$35.95.
 - A Muzzy broadhead, with a value of \$13.50, was offered with subscriptions sold at 1 yr. \$19.95 and 3 yrs. \$49.95.
 - A realtree DVD, with a value of \$6.44, was offered with subscriptions sold at 2 yrs. \$29.95 or \$34.95.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid, verified and analyzed non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid, verified and analyzed non-paid circulation.

Audit Bureau of Circulations

May, 2007

Parent Company: Zebra Publishing Inc.

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

P: 801.302.1672 • F: 801.302.1675 • URL: www.bowhuntamerica.com

Established: 2003 ABC Member since: 2005

04-0131-8	Analyzed Issue Date	11/01/06
	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