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BPA International**

No attempt has been made to rank the information contained in this report in order of importance, since BPA International believes this is a judgment which must be made by the user of the report.



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Inside Archery

Zebra Publishing Inc.
 2960 N. Academy Blvd., Suite 100
 Colorado Springs, CO 80917
 Phone: (719) 495-9999
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Official Publication of: None
 Established: 1998
 Issues Per Year: 11

FIELD SERVED

INSIDE ARCHERY serves the bowhunting/archery industry including archery retailers/dealers including firearm dealers, full line sporting goods stores, regional chain stores, mass merchant/discounters, and mail order, distributors, manufacturers, sales representatives, and others allied to the field including outdoor writers, press, and media.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Advertiser and Agency _____	349
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	925
TOTAL	1,274

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,607	100.0	8,607	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,607	100.0	8,607	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2002 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2002 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					8,125						
May _____					8,226	June _____					9,469
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2002
This issue is 15.8% or 1,293 copies above the average of the other 2 issues reported in Paragraph two. (See Paragraph 11)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Retailers/Dealers (See Note 1) _____	7,529	79.6
Distributors _____	123	1.3
Manufacturers _____	965	10.2
Sales Representatives _____	194	2.0
Others Allied to the Field including outdoor writers/press/media _____	658	6.9
TOTAL QUALIFIED CIRCULATION	9,469	100.0

Note 1: Archery Retailers/Dealers include archery retailers, firearms retailers, full line sporting goods retailers, regional chain store, mass merchant/discount retailers, and mail order.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2002							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	3,549	208	258			4,015	42.4
a. Written _____	3,549	208	258			4,015	42.4
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,454	-	-			5,454	57.6
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists _____	5,005	-	-			5,005	52.9
*Other sources _____	449	-	-			449	4.7
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,003	208	258			9,469	100.0
*See Paragraph 11	PERCENT	95.1	2.2	2.7		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2002	
Since this is an Initial Audit Report, figures for this paragraph are not required. They will be reported in the June 2003 Audit Report.	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2002									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			44		400-427 Kentucky _____			209	
030-038 New Hampshire _____			59		370-385 Tennessee _____			224	
050-059 Vermont _____			60		350-369 Alabama _____			179	
010-027 Massachusetts _____			97		386-397 Mississippi _____			152	
028-029 Rhode Island _____			19		EAST SO. CENTRAL			764	8.1
060-069 Connecticut _____			52		716-729 Arkansas _____			182	
NEW ENGLAND			331	3.5	700-714 Louisiana _____			153	
100-149 New York _____			425		730-749 Oklahoma _____			200	
070-089 New Jersey _____			120		750-799 Texas _____			365	
150-196 Pennsylvania _____			675		WEST SO. CENTRAL			900	9.5
MIDDLE ATLANTIC			1,220	12.9	590-599 Montana _____			133	
430-459 Ohio _____			397		832-838 Idaho _____			11	
460-479 Indiana _____			319		820-831 Wyoming _____			68	
600-629 Illinois _____			387		800-816 Colorado _____			165	
480-499 Michigan _____			841		870-884 New Mexico _____			64	
530-549 Wisconsin _____			622		850-865 Arizona _____			134	
EAST NO. CENTRAL			2,566	27.0	840-847 Utah _____			105	
550-567 Minnesota _____			354		889-898 Nevada _____			38	
500-528 Iowa _____			159		MOUNTAIN			818	7.6
630-658 Missouri _____			295		995-999 Alaska _____			32	
580-588 North Dakota _____			47		980-994 Washington _____			131	
570-577 South Dakota _____			49		970-979 Oregon _____			142	
680-693 Nebraska _____			98		900-961 California _____			223	
660-679 Kansas _____			117		967-968 Hawaii _____			19	
WEST NO. CENTRAL			1,119	11.8	PACIFIC			547	5.8
197-199 Delaware _____			15		UNITED STATES			9,359	98.8
206-219 Maryland _____			114		969 & 004-009			1	
200-205 Washington, DC _____			7		U.S. Territories _____			109	
220-246 Virginia _____			165		Canada _____			-	
247-268 West Virginia _____			202		Mexico _____			-	
270-289 North Carolina _____			207		Other International _____			-	
290-299 South Carolina _____			85		APO/FPO _____			-	
300-319 Georgia _____			208		TOTAL QUALIFIED CIRCULATION			9,469	100.0
320-349 Florida _____			191						
SOUTH ATLANTIC			1,194	12.6					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	2002*
Total Audit Average Qualified: _____	8,607
Qualified Non-Paid: _____	8,607
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: The audited average qualified circulation for April - June 2002 is 8,607. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed.

11. ADDITIONAL DATA

PARAGRAPH 2:

Since this is an Initial Audit Report, additions and removals are not reported. They will be reported on the December 2002 Circulation Statement.

PARAGRAPH 3a:

The June 2002 issue is 15.8% or 1,293 copies above the average of the other 2 issues reported in Paragraph two.

PARAGRAPH 3b:

Manufacturer's, distributor's and wholesaler's lists include 7 sources of circulation for quantities of 101 copies or 1.2% to 2,413 copies or 25.5%

Other sources include 2 sources of circulation for quantities of 7 copies or 0.1% and 442 copies or 4.7%

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA International
New York, NY
June 25, 2002

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