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**Sincerely,  
BPA International**

# BUSINESS PUBLICATION

## CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2002

No. 999/12-02

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  
Fax: (719) 495-8899

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
Other Paid Circulation _____	-
Advertiser and Agency _____	350
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	533
<b>TOTAL</b>	<b>883</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,534	100.0	9,534	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,534</b>	<b>100.0</b>	<b>9,534</b>	<b>100.0</b>	-	-

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
July _____					9,462	October _____					9,511
August _____					9,361	November _____					9,606
September _____					9,532	December _____					9,729
						<b>TOTAL</b>					

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2002**  
**This issue is 0.9% or 87 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Retailers/Dealers (See Note 1) _____	7,534	78.4
Distributors _____	164	1.7
Manufacturers _____	994	10.3
Sales Representatives _____	256	2.7
Others Allied to the Field including outdoor writers/press/media _____	659	6.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,606</b>	<b>100.0</b>

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 NOVEMBER 2002							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>4,431</b>	<b>520</b>	<b>162</b>			<b>5,113</b>	<b>53.2</b>
a. Written _____	4,431	520	162			5,113	53.2
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>3,897</b>	<b>596</b>	-			<b>4,493</b>	<b>46.8</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists _____	3,897	596	-			4,493	46.8
*Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,328</b>	<b>1,116</b>	<b>162</b>			<b>9,606</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>86.7</b>	<b>11.6</b>	<b>1.7</b>			<b>100.0</b>	<b>-</b>

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

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

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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 _____			62		350-369 Alabama _____			188	
010-027 Massachusetts _____			98		386-397 Mississippi _____			162	
028-029 Rhode Island _____			16		<b>EAST SO. CENTRAL</b>			<b>783</b>	<b>8.2</b>
060-069 Connecticut _____			55		716-729 Arkansas _____			187	
<b>NEW ENGLAND</b>			<b>334</b>	<b>3.5</b>	700-714 Louisiana _____			157	
100-149 New York _____			424		730-749 Oklahoma _____			206	
070-089 New Jersey _____			124		750-799 Texas _____			352	
150-196 Pennsylvania _____			680		<b>WEST SO. CENTRAL</b>			<b>902</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>			<b>1,228</b>	<b>12.8</b>	590-599 Montana _____			133	
430-459 Ohio _____			397		832-838 Idaho _____			11	
460-479 Indiana _____			321		820-831 Wyoming _____			64	
600-629 Illinois _____			389		800-816 Colorado _____			165	
480-499 Michigan _____			841		870-884 New Mexico _____			68	
530-549 Wisconsin _____			635		850-865 Arizona _____			136	
<b>EAST NO. CENTRAL</b>			<b>2,583</b>	<b>26.8</b>	840-847 Utah _____			107	
550-567 Minnesota _____			360		889-898 Nevada _____			38	
500-528 Iowa _____			158		<b>MOUNTAIN</b>			<b>722</b>	<b>7.5</b>
630-658 Missouri _____			296		995-999 Alaska _____			32	
580-588 North Dakota _____			48		980-994 Washington _____			131	
570-577 South Dakota _____			48		970-979 Oregon _____			145	
680-693 Nebraska _____			103		900-961 California _____			229	
660-679 Kansas _____			121		967-968 Hawaii _____			17	
<b>WEST NO. CENTRAL</b>			<b>1,134</b>	<b>11.8</b>	<b>PACIFIC</b>			<b>554</b>	<b>5.8</b>
197-199 Delaware _____			16		<b>UNITED STATES</b>			<b>9,496</b>	<b>98.9</b>
206-219 Maryland _____			117		969 & 004-009 U.S. Territories _____			1	
200-205 Washington, DC _____			7		Canada _____			109	
220-246 Virginia _____			167		Mexico _____			-	
247-268 West Virginia _____			253		Other International _____			-	
270-289 North Carolina _____			207		APO/FPO _____			-	
290-299 South Carolina _____			90		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>9,606</b>	<b>100.0</b>
300-319 Georgia _____			208						
320-349 Florida _____			191						
<b>SOUTH ATLANTIC</b>			<b>1,256</b>	<b>13.1</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Circulation Claim
	2002*
Total Audit Average Qualified: _____	9,225
Qualified Non-Paid: _____	9,225
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

**\*NOTE: The audited average qualified circulation for January-June 2002 = 8,607. The unaudited average qualified circulation for July-December 2002 = 9,534 . Yielding an average qualified circulation of 9,225. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed

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)

**11. ADDITIONAL DATA**

**PARAGRAPH 3b:**

Manufacturer's, distributor's and wholesaler's lists include 21 sources of circulation for quantities of 144 copies or 1.6% to 4,169 copies or 43.4% Other sources include 4 sources of circulation for quantities of 436 copies or 4.5% to 551 copies or 5.7%

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 28, 2003
April Foley, Executive Assistant	State	Colorado
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	El Paso
<b>IMPORTANT NOTE:</b>	Received by BPA Int'l	February 28, 2003
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA International.	Type	PJ
	ID Number	I276POD2