

BUSINESS PUBLICATION

CORRECTED COPY (SEE PARAGRAPH 11) CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2003

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.

No. 999/12-03



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Inside Archery

Zebra Publishing Inc.
2960 N. Academy Blvd., Suite 100
Colorado Springs, CO 80917
Tel. No.: (719) 495-9999
FAX No.: (719) 495-8899

Official Publication of: None
Established: 1998
Issues Per Year: 11
(See Paragraph 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 _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,723
TOTAL	1,723

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,963	100.0	8,963	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,963	100.0	8,963	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____					9,025	October _____					8,930
August _____					9,042	December _____					8,855
						TOTAL					

*See Paragraph 11

Inside Archery / December 2003

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2003
 This issue is 1.6% or 144 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Retailers/Dealers (See Note 1), Distributors, Manufacturers, Sales Representatives, Others Allied to the Field including outdoor writers/press/media _____	8,855	100.0
TOTAL QUALIFIED CIRCULATION	8,855	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 DECEMBER 2003							
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: _____	1,403	3,234	410			5,047	57.0
a. Written _____	1,399	3,233	409			5,041	56.9
b. Telecommunication _____	4	1	1			6	0.1
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	1	-			1	-
a. Written _____	-	1	-			1	-
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): _____	2,994	401	412			3,807	43.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	139	2	-			141	1.6
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	2,810	247	412			3,469	39.2
Other sources _____	45	152	-			197	2.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,397	3,636	822			8,855	100.0
PERCENT	49.6	41.1	9.3			100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2003 (SEE PARAGRAPH 11)				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			34	0.4
Individuals by name only _____			6,476	73.1
Titles or functions only _____			2,345	26.5
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			8,855	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2003									
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 _____			45		400-427 Kentucky _____			199	
030-038 New Hampshire _____			57		370-385 Tennessee _____			207	
050-059 Vermont _____			54		350-369 Alabama _____			173	
010-027 Massachusetts _____			88		386-397 Mississippi _____			141	
028-029 Rhode Island _____			12		EAST SO. CENTRAL			720	8.1
060-069 Connecticut _____			51		716-729 Arkansas _____			170	
NEW ENGLAND			307	3.5	700-714 Louisiana _____			148	
100-149 New York _____			361		730-749 Oklahoma _____			188	
070-089 New Jersey _____			120		750-799 Texas _____			341	
150-196 Pennsylvania _____			645		WEST SO. CENTRAL			847	9.6
MIDDLE ATLANTIC			1,126	12.7	590-599 Montana _____			123	
430-459 Ohio _____			378		832-838 Idaho _____			108	
460-479 Indiana _____			305		820-831 Wyoming _____			54	
600-629 Illinois _____			390		800-816 Colorado _____			149	
480-499 Michigan _____			739		870-884 New Mexico _____			58	
530-549 Wisconsin _____			597		850-865 Arizona _____			124	
EAST NO. CENTRAL			2,409	27.2	840-847 Utah _____			96	
550-567 Minnesota _____			292		889-898 Nevada _____			33	
500-528 Iowa _____			161		MOUNTAIN			745	8.4
630-658 Missouri _____			272		995-999 Alaska _____			29	
580-588 North Dakota _____			42		980-994 Washington _____			118	
570-577 South Dakota _____			49		970-979 Oregon _____			137	
680-693 Nebraska _____			100		900-961 California _____			205	
660-679 Kansas _____			111		967-968 Hawaii _____			18	
WEST NO. CENTRAL			1,027	11.6	PACIFIC			507	5.7
197-199 Delaware _____			14		UNITED STATES			8,787	99.2
206-219 Maryland _____			118		969 & 004-009 U.S. Territories _____			-	
200-205 Washington, DC _____			2		Canada _____			68	
220-246 Virginia _____			153		Mexico _____			-	
247-268 West Virginia _____			191		Other International _____			-	
270-289 North Carolina _____			192		APO/FPO _____			-	
290-299 South Carolina _____			79		TOTAL QUALIFIED CIRCULATION			8,855	100.0
300-319 Georgia _____			185						
320-349 Florida _____			165						
SOUTH ATLANTIC			1,099	12.4					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
	Audited Data	Audited Data
	2002	*2003
Total Audit Average Qualified: _____	9,225	8,796
Qualified Non-Paid: _____	9,225	8,796
Qualified Paid: _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

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)

***NOTE: The audited average qualified circulation for January-June 2003 = 8,662. The audited average qualified circulation for July-December 2003 = 8,963. Yielding an average qualified circulation of 8,796. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed.

11. ADDITIONAL DATA

ISSUES PER YEAR:

Effective with the January 2004 issue this publication will be changing its frequency from 9 to 11 issues per year.

PARAGRAPH 2:

Due to a computer conversion, the publisher states that additions and removals for the period of July 2003 through December 2003 are not available. They will be reported in the June 2004 circulation statement.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

As a result of the June 2004 Circulation Audit, the following adjustments have been made to the previously unaudited December 2003 Circulation Statement:

PARAGRAPH 3c:

The figures originally reported could not be substantiated. The correct figures have been reported herein.

Please destroy all previously released unaudited December 2003 Circulation Statement.

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 Worldwide
Shelton, CT
December 30, 2004 TYPE: CC
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