



Audit Bureau
of Circulations



For the six months ended June 30, 2007

Field Served: Freshwater Fishing.

Published by InterMedia Outdoors, Inc.
Frequency: 6 times/year

ABC Member # 04-1345-9

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Walleye In-Sider

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	52,424	86.1			
Verified	1,500	2.4			
Total Paid & Verified Subscriptions	53,924	88.5			
Single Copy Sales	6,981	11.5			
Total Paid & Verified Circulation	60,905	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 (6 issue frequency)	\$11.98		\$10.14
Average Subscription Price per Copy		\$1.69	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb.	52,305	4,000	56,305	4,192	60,497
Mar.	52,380	2,000	54,380	6,174	60,554
Apr.	52,920		52,920	7,956	60,876
May/June	52,089		52,089	9,600	61,689

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	56,096	85.1	56,459	87.9	59,446	88.9	54,698	86.3	54,542	86.0
Verified	N/A		N/A		N/A		N/A		1,000	1.6
Total Paid & Verified Subscriptions	56,096	85.1	56,459	87.9	59,446	88.9	54,698	86.3	55,542	87.6
Single Copy Sales	9,812	14.9	7,764	12.1	7,443	11.1	8,654	13.7	7,835	12.4
Total Paid & Verified Circulation	65,908	100.0	64,223	100.0	66,889	100.0	63,352	100.0	63,377	100.0
Year Over Year Percent of Change		-1.2		-2.6		4.2		-5.3		0.0
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		5	0.0	N/A	
Year Over Year Percent of Change										
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
Total Paid, Verified & Analyzed Non-Paid Circ.	65,908	100.0	64,223	100.0	66,889	100.0	63,357	100.0	63,377	100.0
Year Over Year Percent of Change		-1.2		-2.6		4.2		-5.3		0.0
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$9.18		\$10.44		\$10.35		\$10.46		\$10.26	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED 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*	52,306	85.9
Sponsored Sales	79	0.1
Subscriptions for Military Personnel*	39	0.1
TOTAL PAID SUBSCRIPTIONS	52,424	86.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	1,500	2.4
TOTAL VERIFIED SUBSCRIPTIONS	1,500	2.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	53,924	88.5
SINGLE COPY SALES		
Single Issue Sales	6,981	11.5
TOTAL SINGLE COPY SALES	6,981	11.5
TOTAL PAID & VERIFIED CIRCULATION	60,905	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 statement period to the following public areas:

Verified Subscription:	Specialty	Total Public	
	Locations/ Retail	Other	Place Copies
Public Place	1,500		1,500

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:

None

7. GEOGRAPHIC DATA for the April, 2007 issue

Total paid & verified circulation of this issue was 0.0% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	54		54	4	58
Arizona	179		179	3	182
Arkansas	235		235	4	239
California	220		220	44	264
Colorado	1,059		1,059	93	1,152
Connecticut	88		88	13	101
Delaware	19		19	14	33
District of Columbia	11		11		11
Florida	268		268	3	271
Georgia	88		88	10	98
Idaho	136		136	3	139
Illinois	3,604		3,604	607	4,211
Indiana	1,547		1,547	107	1,654
Iowa	3,520		3,520	368	3,888
Kansas	800		800	97	897
Kentucky	312		312	10	322
Louisiana	26		26	2	28
Maine	7		7	4	11
Maryland	127		127	33	160
Massachusetts	76		76	16	92
Michigan	5,160		5,160	549	5,709
Minnesota	8,397		8,397	1,292	9,689
Mississippi	22		22	2	24
Missouri	724		724	72	796
Montana	991		991	64	1,055
Nebraska	1,950		1,950	259	2,209
Nevada	58		58	5	63
New Hampshire	26		26	15	41
New Jersey	196		196	19	215
New Mexico	89		89	2	91
New York	1,776		1,776	323	2,099
North Carolina	205		205	5	210
North Dakota	2,069		2,069	199	2,268

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	3,403		3,403	257	3,660
Oklahoma	169		169	7	176
Oregon	151		151	3	154
Pennsylvania	1,937		1,937	401	2,338
Rhode Island	11		11	1	12
South Carolina	49		49	1	50
South Dakota	1,931		1,931	224	2,155
Tennessee	311		311	7	318
Texas	254		254	15	269
Utah	134		134	45	179
Vermont	81		81	5	86
Virginia	186		186	20	206
Washington	751		751	57	808
West Virginia	158		158	13	171
Wisconsin	7,134		7,134	1,040	8,174
Wyoming	571		571	56	627
TOTAL 48 CONTERMINOUS STATES	51,270		51,270	6,393	57,663
Alaska	10		10		10
Hawaii	6		6		6
TOTAL ALASKA & HAWAII	16		16		16
U.S. Unclassified					
TOTAL UNITED STATES	51,286		51,286	6,393	57,679
Poss. & Other Areas					
U.S. & POSS., etc.	51,286		51,286	6,393	57,679
Canada	1,569		1,569	1,563	3,132
International	12		12		12
Other Unclassified					
Military or Civilian					
Personnel Overseas	53		53		53
GRAND TOTAL	52,920		52,920	7,956	60,876

ANALYSIS BY ABCD COUNTY SIZE for the April, 2007 issue

Magazines of less than 500,000 total average paid and verified 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, 2007

A. DURATION		%
(a) One to six months (1 to 3 issues)	10	0.0
(b) Seven to eleven months (4 to 5 issues)	15	0.1
(c) Twelve months (6 issues)	18,014	75.1
(d) Thirteen to twenty-four months	4,765	19.8
(e) Twenty-five months and more	1,196	5.0
Total Subscriptions Sold in Period	24,000	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	16,551	69.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	7,449	31.0
Total Subscriptions Sold in Period	24,000	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	21,490	89.5
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,491	6.2
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1,019	4.3
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	24,000	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 3,591 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,684 or 3.2 of average paid subscription circulation.
- (d) Sponsored Subscription Sales: The average of 79 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 for delivery to private residences.
- (e) Subscriptions for Military Personnel: The average of 39 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.
- (f) Verified Public Place: An average of 1,500 copies per issue, shown in Par. 6 and included in Par. 1, represent reception room subscriptions. 2,000 copies were mailed by publisher to names and addresses selected from Consumer Marketing Solutions database.
- (g) Use of Premiums: A windbreaker, power worms, rigging tips book and a rod cover, with no advertised or stated values, were offered with 1 year subscriptions sold at \$9.00, \$9.98, \$9.99, \$12.00, \$19.98 and 2 year subscriptions sold at \$18.98, \$36.98.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; Variation from Publisher's Statements

Audit Period Ended [^]	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)
06-30-06	None Claimed	63,404	63,110	294	0.5	None Claimed		5	-5	-100.0
06-30-05	None Claimed	64,803	64,872	-69	-0.1					
06-30-04	None Claimed	66,095	66,244	-149	-0.2					
06-30-03	None Claimed	64,795	64,622	173	0.3					
06-30-02	None Claimed	65,760	65,985	-225	-0.3					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-06	None Claimed	63,404	63,115	289	0.5

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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: InterMedia Outdoors, Inc.

WALLEYE IN-SIDER, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER WATT

VP, Consumer Marketing

P: 212.852.6682 • URL: www.in-fisherman.com

STEVE HOFFMAN

Publisher

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Established: 1989

ABC Member since: 1995

04-1345-9	Analyzed Issue Date	04/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	11.98
	Canadian Subscription Price	
	International Subscription Price	