



GUN DOG[®]

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

For the six months ended June 30, 2007

Field Served: Serving the serious upland bird and waterfowl hunter.

Published by InterMedia Outdoors, Inc.

Frequency: 7 times/year

ABC Member # 04-0394-0

Gun Dog

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

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	29,857	72.8			
Verified					
Total Paid & Verified Subscriptions	29,857	72.8			
Single Copy Sales	11,148	27.2			
Total Paid & Verified Circulation	41,005	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$27.97		
Average Subscription Price Annualized (7 issue frequency)		\$21.60	
Average Subscription Price per Copy		\$3.09	

(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
Dec./Jan.	28,975		28,975	14,192	43,167
Feb./Mar.	29,504		29,504	9,575	39,079
Apr./May	31,092		31,092	9,676	40,768

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

This member participates in ABC's direct mail research verification program, Subscriber Profile. A copy of the complete report is available at <http://www.accessabc.com/subscriberprofile>

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	37,466	87.8	37,037	83.6	34,574	72.3	31,553	75.0	30,744	73.3
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	37,466	87.8	37,037	83.6	34,574	72.3	31,553	75.0	30,744	73.3
Single Copy Sales	5,228	12.2	7,277	16.4	13,229	27.7	10,529	25.0	11,196	26.7
Total Paid & Verified Circulation	42,694	100.0	44,314	100.0	47,803	100.0	42,082	100.0	41,940	100.0
Year Over Year Percent of Change		3.9		3.8		7.9		-12.0		-0.3
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$23.58		\$23.94		\$23.88		\$21.84		\$23.80	

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*	29,616	72.2
Sponsored Sales	40	0.1
Subscriptions for Military Personnel*	201	0.5
TOTAL PAID SUBSCRIPTIONS	29,857	72.8
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	29,857	72.8
SINGLE COPY SALES		
Single Issue Sales	11,148	27.2
TOTAL SINGLE COPY SALES	11,148	27.2
TOTAL PAID & VERIFIED CIRCULATION	41,005	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:

None

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 February/March, 2007 issue

Total paid & verified circulation of this issue was 4.9% less than the total average paid & verified circulation.

Single Copy Sales figures are based on the percentage for each State/Province determined by analysis of the June/July, 2006 issue and projected against the total for the February/March, 2007 issue.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	341		341	253	594
Arizona	364		364	106	470
Arkansas	241		241	96	337
California	1,686		1,686	481	2,167
Colorado	908		908	206	1,114
Connecticut	287		287	4	291
Delaware	67		67	1	68
District of Columbia	26		26	0	26
Florida	430		430	14	444
Georgia	692		692	245	937
Idaho	363		363	81	444
Illinois	1,374		1,374	497	1,871
Indiana	671		671	192	863
Iowa	977		977	197	1,174
Kansas	744		744	216	960
Kentucky	391		391	88	479
Louisiana	202		202	4	206
Maine	190		190	21	211
Maryland	271		271	10	281
Massachusetts	366		366	122	488
Michigan	1,513		1,513	210	1,723
Minnesota	1,783		1,783	381	2,164
Mississippi	173		173	5	178
Missouri	788		788	168	956
Montana	429		429	65	494
Nebraska	535		535	39	574
Nevada	261		261	39	300
New Hampshire	162		162	8	170
New Jersey	546		546	78	624
New Mexico	132		132	44	176
New York	894		894	320	1,214
North Carolina	596		596	107	703
North Dakota	286		286	96	382

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	991		991	185	1,176
Oklahoma	477		477	92	569
Oregon	535		535	5	540
Pennsylvania	1,177		1,177	2,371	3,548
Rhode Island	54		54	1	55
South Carolina	268		268	122	390
South Dakota	368		368	76	444
Tennessee	491		491	378	869
Texas	1,676		1,676	641	2,317
Utah	313		313	250	563
Vermont	94		94	17	111
Virginia	567		567	138	705
Washington	926		926	123	1,049
West Virginia	117		117	88	205
Wisconsin	1,741		1,741	71	1,812
Wyoming	215		215	9	224
TOTAL 48 CONTER-MINOUS STATES	28,699		28,699	8,961	37,660
Alaska	146		146	50	196
Hawaii	55		55	44	99
TOTAL ALASKA & HAWAII	201		201	94	295
U.S. Unclassified					
TOTAL UNITED STATES	28,900		28,900	9,055	37,955
Poss. & Other Areas	3		3		3
U.S. & POSS., etc.	28,903		28,903	9,055	37,958
Canada	409		409	520	929
International	58		58		58
Other Unclassified					
Military or Civilian					
Personnel Overseas	134		134		134
GRAND TOTAL	29,504		29,504	9,575	39,079

ANALYSIS BY ABCD COUNTY SIZE for the February/March, 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			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	4	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	9,158	86.5
(b) Seven to eleven months (4 to 6 issues)	47	0.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	559	5.3
(c) Twelve months (7 issues)	7,410	70.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	873	8.2
(d) Thirteen to twenty-four months	2,296	21.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	833	7.9	Total Subscriptions Sold in Period	10,590	100.0
Total Subscriptions Sold in Period	10,590	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	10,244	96.7			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	346	3.3			
Total Subscriptions Sold in Period	10,590	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,844 copies per issue.

(c) Post expiration copies: None.

(d) Sponsored Subscription Sales: The average of 40 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 201 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) Use of Premiums: A cammo cooler, with no advertised or stated value, was offered with 1 yr. subscriptions at \$19.97.

A 2007 GUN DOG calendar, with no advertised or stated value, was offered with 1 yr. subscriptions at \$19.97, \$24.97.

An Amazon gift card, with a value of \$5.00, was offered with 1 yr. subscriptions at \$24.97.

A cammo cell phone holder, with no advertised or stated value, was offered with 1 yr. subscriptions sold at \$24.97, 2 yr. subscriptions sold at \$42.97 and 3 yr. subscriptions sold at \$56.97.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-06	None Claimed	41,895	41,939	-44	-0.1
12-31-05	None Claimed	42,813	42,082	731	1.7
12-31-04	None Claimed	47,562	47,802	-240	-0.5
12-31-03	None Claimed	45,022	44,314	708	1.6
12-31-02	None Claimed	42,976	42,693	283	0.7

[^]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.

GUN DOG, published by InterMedia Outdoors, Inc. • 6420 Wilshire Blvd. • Los Angeles, CA 90048-5515

PETER WATT

TOM WEAVER

Date Signed: July 25, 2007

VP, Consumer Marketing

Publisher

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Established: 1981 ABC Member since: 1984

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	27.97
	Canadian Subscription Price	
	International Subscription Price	