



Audit Bureau
of Circulations



"THE MAGAZINE DEVOTED TO THE SERIOUS TROPHY DEER HUNTER"

For the six months ended June 30, 2007

Field Served: Magazine devoted to the serious trophy deer hunter.

Published by InterMedia Outdoors, Inc.

Frequency: 8 times/year

ABC Member # 04-0813-0

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

Subject to Audit

North American Whitetail

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	107,177	73.4			
Verified					
Total Paid & Verified Subscriptions	107,177	73.4			
Single Copy Sales	38,782	26.6			
Total Paid & Verified Circulation	145,959	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$19.97		
Average Subscription Price Annualized (8 issue frequency)		\$12.96	
Average Subscription Price per Copy		\$1.62	

(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
Jan.	107,840		107,840	39,332	147,172
Feb.	106,513		106,513	38,232	144,745

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

 Audit Bureau of Circulations subscriberprofile	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/subscriber
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5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	86,393	67.0	92,626	71.2	101,422	71.3	112,354	77.3	113,490	77.3
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	86,393	67.0	92,626	71.2	101,422	71.3	112,354	77.3	113,490	77.3
Single Copy Sales	42,463	33.0	37,470	28.8	40,908	28.7	33,074	22.7	33,287	22.7
Total Paid & Verified Circulation	128,856	100.0	130,096	100.0	142,330	100.0	145,428	100.0	146,777	100.0
Year Over Year Percent of Change		0.2		1.0		9.4		2.2		0.9
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		2	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.	128,856	100.0	130,096	100.0	142,330	100.0	145,430	100.0	146,777	100.0
Year Over Year Percent of Change		0.2		1.0		9.4		2.2		0.9
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$15.28		\$14.40		\$12.91		\$13.09		\$13.02	

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*	107,027	73.3
Sponsored Sales	34	0.0
Subscriptions for Military Personnel*	116	0.1
TOTAL PAID SUBSCRIPTIONS	107,177	73.4
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	107,177	73.4
SINGLE COPY SALES		
Single Issue Sales	38,782	26.6
TOTAL SINGLE COPY SALES	38,782	26.6
TOTAL PAID & VERIFIED CIRCULATION	145,959	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, 2007 issue

Total paid & verified circulation of this issue was 0.8% 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	2,289		2,289	1,063	3,352
Arizona	131		131	187	318
Arkansas	1,616		1,616	700	2,316
California	462		462	357	819
Colorado	217		217	243	460
Connecticut	452		452	119	571
Delaware	400		400	73	473
District of Columbia	74		74	7	81
Florida	2,498		2,498	1,036	3,534
Georgia	2,955		2,955	1,212	4,167
Idaho	150		150	69	219
Illinois	5,129		5,129	1,908	7,037
Indiana	3,702		3,702	1,178	4,880
Iowa	3,447		3,447	841	4,288
Kansas	1,605		1,605	608	2,213
Kentucky	2,567		2,567	1,035	3,602
Louisiana	1,937		1,937	497	2,434
Maine	897		897	344	1,241
Maryland	1,765		1,765	429	2,194
Massachusetts	1,038		1,038	166	1,204
Michigan	6,070		6,070	1,966	8,036
Minnesota	4,421		4,421	1,578	5,999
Mississippi	1,883		1,883	670	2,553
Missouri	4,742		4,742	1,379	6,121
Montana	525		525	114	639
Nebraska	1,072		1,072	286	1,358
Nevada	52		52	267	319
New Hampshire	637		637	184	821
New Jersey	1,672		1,672	218	1,890
New Mexico	53		53	83	136
New York	6,345		6,345	1,653	7,998
North Carolina	3,535		3,535	1,409	4,944
North Dakota	800		800	237	1,037

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	7,114		7,114	1,954	9,068
Oklahoma	1,613		1,613	665	2,278
Oregon	132		132	88	220
Pennsylvania	8,308		8,308	3,112	11,420
Rhode Island	132		132	29	161
South Carolina	1,282		1,282	658	1,940
South Dakota	740		740	468	1,208
Tennessee	2,317		2,317	1,339	3,656
Texas	3,732		3,732	1,623	5,355
Utah	48		48	50	98
Vermont	1,044		1,044	252	1,296
Virginia	3,521		3,521	1,544	5,065
Washington	463		463	140	603
West Virginia	1,781		1,781	619	2,400
Wisconsin	7,876		7,876	1,428	9,304
Wyoming	114		114	64	178
TOTAL 48 CONTERMINOUS STATES	105,355		105,355	36,149	141,504
Alaska	67		67	21	88
Hawaii	13		13	53	66
TOTAL ALASKA & HAWAII	80		80	74	154
U.S. Unclassified					
TOTAL UNITED STATES	105,435		105,435	36,223	141,658
Poss. & Other Areas	2		2		2
U.S. & POSS., etc.	105,437		105,437	36,223	141,660
Canada	948		948	1,932	2,880
International	10		10	77	87
Other Unclassified	118		118		118
Military or Civilian Personnel Overseas					
GRAND TOTAL	106,513		106,513	38,232	144,745

ANALYSIS BY ABCD COUNTY SIZE for the February, 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 4 issues)	37	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	28,669	82.5
(b) Seven to eleven months (5 to 7 issues)	307	0.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	3,979	11.5
(c) Twelve months (8 issues)	23,077	66.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	2,075	6.0
(d) Thirteen to twenty-four months	5,259	15.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	6,043	17.4	Total Subscriptions Sold in Period	34,723	100.0
Total Subscriptions Sold in Period	34,723	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	26,229	75.5			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	8,494	24.5			
Total Subscriptions Sold in Period	34,723	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,956 copies per issue.

(c) Post expiration copies: None.

(d) Sponsored Subscription Sales - Individually Addressed: The average of 34 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 116 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 and a Weird Whitetail reprint, with no advertised or stated values, were offered with subscriptions sold at 1 yr. \$9.97, \$10.00.

One issue of HUNTING magazine, with a value of \$3.99, was offered with subscriptions sold at 1 yr. \$9.97.

An Amazon gift card, with a value of \$5.00, was offered with 1 yr. subscriptions sold at 1 yr. \$14.97.

A \$2.00 donation to the TAPS fund was offered with 1 yr. subscriptions sold at \$10.00.

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	148,285	149,093	-808	-0.5	None Claimed		2	-2	-100.0
06-30-05	None Claimed	137,920	139,253	-1,333	-1.0					
06-30-04	None Claimed	137,128	135,225	1,903	1.4					
06-30-03	None Claimed	136,359	128,755	7,604	5.9					
06-30-02	None Claimed	127,934	127,255	679	0.5					

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

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-06	None Claimed	148,285	149,093	-808	-0.5

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.

NORTH AMERICAN WHITETAIL, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER WATT
VP, Consumer Marketing

JAMES STEWART
Publisher

Date Signed: July 25, 2007

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Established: 1990 ABC Member since: 1990

04-0813-0	Analyzed Issue Date	02/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	19.97
	Canadian Subscription Price	
	International Subscription Price	