



Audit Bureau  
of Circulations

# PETERSEN'S HUNTING

For the six months ended June 30, 2007

**Field Served:** Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

Published by InterMedia Outdoors, Inc.  
Frequency: 10 times/year

ABC Member # 04-0853-5

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Petersen's Hunting

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	234,355	64.6			
Verified	95,250	26.2			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>329,605</b>	<b>90.8</b>			
Single Copy Sales	33,501	9.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>363,106</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$19.94		
Average Subscription Price Annualized (10 issue frequency)		\$12.69	
Average Subscription Price per Copy		\$1.27	

(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.	232,524	99,000	331,524	29,966	361,490
Feb./Mar.	230,140	99,000	329,140	41,319	370,459
Apr.	233,303	99,000	332,303	29,219	361,522
May/June	241,449	84,000	325,449	33,500	358,949

### 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 <a href="http://www.accessabc.com/subscriberprofile">http://www.accessabc.com/subscriberprofile</a>
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Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2007

## 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	338,992	93.5	328,918	91.9	333,061	92.2	329,303	91.4	239,244	66.5
Verified	N/A		N/A		N/A		N/A		87,611	24.4
<b>Total Paid &amp; Verified Subscriptions</b>	<b>338,992</b>	<b>93.5</b>	<b>328,918</b>	<b>91.9</b>	<b>333,061</b>	<b>92.2</b>	<b>329,303</b>	<b>91.4</b>	<b>326,855</b>	<b>90.9</b>
Single Copy Sales	23,707	6.5	28,910	8.1	28,129	7.8	30,999	8.6	32,912	9.1
<b>Total Paid &amp; Verified Circulation</b>	<b>362,699</b>	<b>100.0</b>	<b>357,828</b>	<b>100.0</b>	<b>361,190</b>	<b>100.0</b>	<b>360,302</b>	<b>100.0</b>	<b>359,767</b>	<b>100.0</b>
Year Over Year Percent of Change		1.3		-1.3		0.9		-0.2		-0.1
Paid & Verified Rate Base	350,000		350,000		350,000		N/A		N/A	
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>132</b>	<b>0.0</b>	<b>N/A</b>	
Year Over Year Percent of Change										
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>362,699</b>	<b>100.0</b>	<b>357,828</b>	<b>100.0</b>	<b>361,190</b>	<b>100.0</b>	<b>360,434</b>	<b>100.0</b>	<b>359,767</b>	<b>100.0</b>
Year Over Year Percent of Change		1.3		-1.3		0.9		-0.2		-0.2
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$13.53		\$14.10		\$14.10		\$14.60		\$13.64	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	232,660	64.1
Partnership:		
Deductible*	3	0.0
Sponsored Sales	664	0.2
Subscriptions for Military Personnel*	1,028	0.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>234,355</b>	<b>64.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	95,250	26.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>95,250</b>	<b>26.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>329,605</b>	<b>90.8</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	33,501	9.2
<b>TOTAL SINGLE COPY SALES</b>	<b>33,501</b>	<b>9.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>363,106</b>	<b>100.0</b>

\*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:	Automotive Outlets	Personal Care Salons	Specialty Locations/ Retail	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	52,697	29,018	12,602	933		95,250

## 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 2.0% 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	4,644	2,621	7,265	688	7,953
Arizona	3,178	1,752	4,930	538	5,468
Arkansas	3,010	1,085	4,095	286	4,381
California	10,766	5,873	16,639	1,892	18,531
Colorado	4,499	2,347	6,846	817	7,663
Connecticut	1,443	1,142	2,585		2,585
Delaware	544	1	545		545
District of Columbia	219	166	385	624	1,009
Florida	6,055	5,463	11,518	1,075	12,593
Georgia	5,167	1,749	6,916	1,770	8,686
Idaho	2,325	2,171	4,496		4,496
Illinois	6,425	855	7,280	2,760	10,040
Indiana	5,198	2,448	7,646	344	7,990
Iowa	4,292	2,861	7,153	373	7,526
Kansas	3,317	1,914	5,231	373	5,604
Kentucky	4,245	2,220	6,465	129	6,594
Louisiana	3,934	2,335	6,269	4	6,273
Maine	1,787	857	2,644	89	2,733
Maryland	3,222	438	3,660	6	3,666
Massachusetts	2,133	786	2,919	1,396	4,315
Michigan	11,259	2,730	13,989	727	14,716
Minnesota	8,000	1,699	9,699	2,143	11,842
Mississippi	3,264	2,382	5,646		5,646
Missouri	7,244	1,623	8,867	590	9,457
Montana	2,974	822	3,796	710	4,506
Nebraska	2,956	4,801	7,757	210	7,967
Nevada	1,380	480	1,860	246	2,106
New Hampshire	1,328	1,259	2,587	15	2,602
New Jersey	2,987	412	3,399	769	4,168
New Mexico	1,695	219	1,914	208	2,122
New York	10,501	1,059	11,560	1,564	13,124
North Carolina	6,484	804	7,288	302	7,590
North Dakota	1,828	3,537	5,365	372	5,737

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	8,445	4,532	12,977	728	13,705
Oklahoma	3,570	2,126	5,696	351	6,047
Oregon	3,998	2,064	6,062	3	6,065
Pennsylvania	15,221	5,652	20,873	5,325	26,198
Rhode Island	301	637	938	5	943
South Carolina	2,735	2,428	5,163	366	5,529
South Dakota	2,119	525	2,644	592	3,236
Tennessee	5,473	3,008	8,481	1,768	10,249
Texas	13,439	6,558	19,997	3,201	23,198
Utah	2,179	1,041	3,220	820	4,040
Vermont	1,570	2,855	4,425	148	4,573
Virginia	6,196	372	6,568	359	6,927
Washington	5,443	1,490	6,933	908	7,841
West Virginia	2,725	3,444	6,169	308	6,477
Wisconsin	9,165	884	10,049	197	10,246
Wyoming	1,620	473	2,093	2	2,095
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>222,502</b>	<b>99,000</b>	<b>321,502</b>	<b>36,101</b>	<b>357,603</b>
Alaska	1,498		1,498	275	1,773
Hawaii	446		446	75	521
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,944</b>		<b>1,944</b>	<b>350</b>	<b>2,294</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>224,446</b>	<b>99,000</b>	<b>323,446</b>	<b>36,451</b>	<b>359,897</b>
Poss. & Other Areas	31		31		31
<b>U.S. &amp; POSS., etc.</b>	<b>224,477</b>	<b>99,000</b>	<b>323,477</b>	<b>36,451</b>	<b>359,928</b>
Canada	4,554		4,554	3,901	8,455
International	271		271	967	1,238
Other Unclassified					
Military or Civilian					
Personnel Overseas	838		838		838
<b>GRAND TOTAL</b>	<b>230,140</b>	<b>99,000</b>	<b>329,140</b>	<b>41,319</b>	<b>370,459</b>

## 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		%
(a) One to six months (1 to 5 issues)	262	0.3
(b) Seven to eleven months (6 to 9 issues)	1,449	1.5
(c) Twelve months (10 issues)	54,036	58.0
(d) Thirteen to twenty-four months	32,833	35.2
(e) Twenty-five months and more	4,627	5.0
Total Subscriptions Sold in Period	93,207	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	73,728	79.1
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	19,479	20.9
Total Subscriptions Sold in Period	93,207	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	63,730	68.4
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	15,145	16.2
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	14,332	15.4
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	93,207	100.0

## 9. EXPLANATORY

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

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,421 copies per issue.

(c) Post expiration copies: None.

(d) Partnership Subscription Sales (Deductible): The average of 3 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a good or service. Purchasers were advised that \$15.00 of the sales price was allocated to this publication.

(e) Sponsored Subscription Sales - Individually Addressed: The average of 664 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.

(f) Subscriptions for Military Personnel: The average of 1,028 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.

(g) Verified Public Place: The average of 95,250 copies per issue, shown in Par. 6 and included in Par. 1, represents reception room subscriptions. Copies were mailed by publisher to names and addresses selected from Consumer Marketing Solutions database.

(h) Use of Premiums: A cammo cooler, with no advertised or stated value, was offered with subscriptions sold at 1 yr. \$9.97, \$12.98, \$14.97; 2 yrs. \$12.00, \$17.97, \$19.97, \$24.97.

A Big Game Hunting video, with no advertised or stated value, was offered with subscriptions sold at 1 yr. \$14.97; 2 yrs. \$19.94.

One issue of NORTH AMERICAN WHITETAIL, with a value of \$3.99, was offered with subscriptions sold at 1 yr. \$10.00.

A cammo cell phone holder, with no advertised or stated value, was offered with subscriptions sold at 1 yr. \$10.00; 2 yrs. \$12.00.

An Amazon gift card, with a value of \$5.00, was offered with subscriptions sold at 1 yr. \$10.00.

(i) A donation to the TAPS Fund, with a value of \$2.00, was made with all subscriptions sold at 1 yr. \$10.00 under the subscriptions for solders program.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	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)
12-31-06	None Claimed	358,904	359,772	-868	-0.2					
12-31-05	(a)	360,263	360,303	-40	-0.0	None Claimed	132	132		
12-31-04	350,000	361,656	361,190	466	0.1					
12-31-03	350,000	359,131	357,828	1,303	0.4					
12-31-02	350,000	365,103	362,699	2,404	0.7					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	None Claimed	360,395	360,435	-40	-0.0					

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

(a) Effective 01/01/05 changed from 350,000 to None Claimed.

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.

PETERSEN'S HUNTING, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York NY 10018

PETER WATT  
VP, Consumer Marketing

KEVIN STEELE  
Publisher

Date Signed: July 25, 2007

P: 212.852.6682 • F: 212.302.4472

Established: 1973

ABC Member since: 1975

04-0853-5	Analyzed Issue Date	02-03/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	