



Audit Bureau
of Circulations

GUNS&AMMO

For the six months ended June 30, 2007

Field Served: Features information on current production of sporting arms and their use, as well as technical and semi-technical articles on reloading, black powder and collector's arms.

Published by InterMedia Outdoors, Inc.

Frequency: 12 times/year

ABC Member # 04-0395-0

Guns & Ammo

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	412,584	89.3			
Verified					
Total Paid & Verified Subscriptions	412,584	89.3			
Single Copy Sales	49,570	10.7			
Total Paid & Verified Circulation	462,154	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.82		
Subscription	\$19.94		
Average Subscription Price Annualized (12 issue frequency)		\$12.15	
Average Subscription Price per Copy		\$1.01	

(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.	403,884		403,884	64,037	467,921
Feb.	406,244		406,244	41,769	448,013
Mar.	416,487		416,487	50,935	467,422
Apr.	417,695		417,695	51,901	469,596
May	415,628		415,628	46,478	462,106
June	415,565		415,565	42,300	457,865

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007



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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>

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	455,430	88.9	403,657	87.5	402,758	88.7	403,598	88.8	354,721	77.7
Verified	N/A		N/A		N/A		N/A		52,084	11.4
Total Paid & Verified Subscriptions	455,430	88.9	403,657	87.5	402,758	88.7	403,598	88.8	406,805	89.1
Single Copy Sales	56,974	11.1	57,803	12.5	51,500	11.3	50,688	11.2	49,551	10.9
Total Paid & Verified Circulation	512,404	100.0	461,460	100.0	454,258	100.0	454,286	99.9	456,356	100.0
Year Over Year Percent of Change		-11.0		-9.9		-1.6		0.0		0.5
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		280	0.1	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.	512,404	100.0	461,460	100.0	454,258	100.0	454,566	100.0	456,356	100.0
Year Over Year Percent of Change		-11.0		-9.9		-1.6		0.1		0.4
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$14.04		\$13.56		\$13.32		\$13.41		\$12.64	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	350,610	75.9
Partnership:		
Deductible*	7,099	1.5
Sponsored Sales	52,751	11.4
Subscriptions for Military Personnel*	2,124	0.5
TOTAL PAID SUBSCRIPTIONS	412,584	89.3
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	412,584	89.3
SINGLE COPY SALES		
Single Issue Sales	49,570	10.7
TOTAL SINGLE COPY SALES	49,570	10.7
TOTAL PAID & VERIFIED CIRCULATION	462,154	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 March, 2007 issue

Total paid & verified circulation of this issue was 1.1% greater 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 August, 2006 issue and projected against the total for the March, 2007 issue.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	7,243		7,243	601	7,844
Arizona	11,215		11,215	1,304	12,519
Arkansas	4,980		4,980	594	5,574
California	33,996		33,996	4,561	38,557
Colorado	8,360		8,360	1,068	9,428
Connecticut	3,803		3,803	243	4,046
Delaware	927		927	59	986
District of Columbia	464		464	34	498
Florida	18,545		18,545	2,964	21,509
Georgia	10,579		10,579	1,504	12,083
Idaho	3,908		3,908	367	4,275
Illinois	13,574		13,574	2,115	15,689
Indiana	10,140		10,140	938	11,078
Iowa	5,272		5,272	611	5,883
Kansas	5,615		5,615	498	6,113
Kentucky	7,511		7,511	815	8,326
Louisiana	5,917		5,917	620	6,537
Maine	2,749		2,749	230	2,979
Maryland	5,658		5,658	548	6,206
Massachusetts	4,555		4,555	405	4,960
Michigan	16,681		16,681	1,521	18,202
Minnesota	8,933		8,933	970	9,903
Mississippi	4,725		4,725	353	5,078
Missouri	11,503		11,503	897	12,400
Montana	3,756		3,756	341	4,097
Nebraska	3,360		3,360	390	3,750
Nevada	4,710		4,710	722	5,432
New Hampshire	2,255		2,255	246	2,501
New Jersey	5,702		5,702	581	6,283
New Mexico	3,806		3,806	357	4,163
New York	15,975		15,975	1,649	17,624
North Carolina	12,625		12,625	1,002	13,627
North Dakota	1,728		1,728	126	1,854

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	17,971		17,971	1,771	19,742
Oklahoma	7,353		7,353	744	8,097
Oregon	7,648		7,648	702	8,350
Pennsylvania	21,948		21,948	2,242	24,190
Rhode Island	808		808	45	853
South Carolina	5,345		5,345	514	5,859
South Dakota	1,994		1,994	141	2,135
Tennessee	10,026		10,026	939	10,965
Texas	30,271		30,271	4,102	34,373
Utah	4,439		4,439	453	4,892
Vermont	1,603		1,603	143	1,746
Virginia	11,238		11,238	1,436	12,674
Washington	11,079		11,079	1,285	12,364
West Virginia	4,224		4,224	350	4,574
Wisconsin	8,770		8,770	741	9,511
Wyoming	2,363		2,363	234	2,597
TOTAL 48 CONTERMINOUS STATES	407,850		407,850	45,076	452,926
Alaska	2,768		2,768	404	3,172
Hawaii	1,104		1,104	283	1,387
TOTAL ALASKA & HAWAII	3,872		3,872	687	4,559
U.S. Unclassified					
TOTAL UNITED STATES	411,722		411,722	45,763	457,485
Poss. & Other Areas	377		377	8	385
U.S. & POSS., etc.	412,099		412,099	45,771	457,870
Canada	1,109		1,109	1,865	2,974
International	1,363		1,363	3,299	4,662
Other Unclassified					
Military or Civilian					
Personnel Overseas	1,916		1,916		1,916
GRAND TOTAL	416,487		416,487	50,935	467,422

ANALYSIS BY ABCD COUNTY SIZE for the 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 6 issues)	388	0.2
(b) Seven to eleven months (7 to 11 issues)	627	0.4
(c) Twelve months (12 issues)	87,780	55.3
(d) Thirteen to twenty-four months	63,717	40.1
(e) Twenty-five months and more	6,343	4.0
Total Subscriptions Sold in Period	158,855	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	158,855	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	158,855	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	135,389	85.2
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	23,376	14.7
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	90	0.1
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	158,855	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 8,754 copies per issue.

(c) Post expiration copies: None.

(d) Partnership Subscription Sales (Deductible): The average of 7,099 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$15.00 of the sales price was allocated for a 1 year subscription to this publication.

(e) Sponsored Subscription Sales - Individually Addressed: The average of 52,751 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 2,124 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.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2005; 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)
12-31-05	None Claimed	451,092	454,285	-3,193	-0.7
12-31-04	None Claimed	453,339	454,258	-919	-0.2
12-31-03	None Claimed	460,716	461,459	-743	-0.2
12-31-02	None Claimed	512,846	512,404	442	0.1
12-31-01	575,000	575,282	575,482	-200	-0.0

[^]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.

GUNS & AMMO, published by InterMedia Outdoors, Inc. • 261 Madison Ave. • New York, NY 10016

PETER WATT

CHRIS AGNES

Date Signed: July 25, 2007

VP, Consumer Marketing

Publisher

P: 212.915.4062 • F: 212.915.4091

Established: 1959

ABC Member since: 1969

04-0395-0	Analyzed Issue Date	03/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.82
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	