

For the six months ended June 30, 2007

Field Served: Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

Published by InterMedia Outdoors, Inc.

Frequency: 6 times/year

ABC Member # 04-0407-0

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	92,795	78.1			
Verified	3,667	3.1			
Total Paid & Verified Subscriptions	96,462	81.2			
Single Copy Sales	22,381	18.8			
Total Paid & Verified Circulation	118,843	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$19.94		
Average Subscription Price Annualized (6 issue frequency)		\$11.02	
Average Subscription Price per Copy		\$1.84	

(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./Mar.	91,473	5,000	96,473	21,390	117,863
Apr./May	93,549	3,000	96,549	24,605	121,154
June/July	93,367	3,000	96,367	21,147	117,514

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>

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	119,601	85.6	106,499	81.7	96,502	81.8	91,015	80.0	88,664	77.6
Verified	N/A		N/A		N/A		N/A		5,334	4.7
Total Paid & Verified Subscriptions	119,601	85.6	106,499	81.7	96,502	81.8	91,015	80.0	93,998	82.3
Single Copy Sales	20,068	14.4	23,854	18.3	21,413	18.2	22,681	20.0	20,163	17.7
Total Paid & Verified Circulation	139,669	100.0	130,353	100.0	117,915	100.0	113,696	100.0	114,161	100.0
Year Over Year Percent of Change		-8.0		-6.7		-9.5		-3.6		0.4
Paid & Verified Rate Base	150,000		125,000		115,000		N/A		N/A	
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		45	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.	139,669	100.0	130,353	100.0	117,915	100.0	113,741	100.0	114,161	100.0
Year Over Year Percent of Change		-8.0		-6.7		-9.5		-3.5		0.4
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$15.84		\$18.00		\$12.60		\$13.84		\$11.73	

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*	91,426	76.9
Partnership:		
Deductible*	5	0.0
Sponsored Sales	26	0.0
Subscriptions for Military Personnel*	1,338	1.1
TOTAL PAID SUBSCRIPTIONS	92,795	78.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	3,667	3.1
TOTAL VERIFIED SUBSCRIPTIONS	3,667	3.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	96,462	81.2
SINGLE COPY SALES		
Single Issue Sales	22,381	18.8
TOTAL SINGLE COPY SALES	22,381	18.8
TOTAL PAID & VERIFIED CIRCULATION	118,843	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 Locations/ Retail	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	3,569	98		3,667

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 and analyzed non-paid circulation of this issue was 0.8% 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 August/September, 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	1,409	88	1,497	447	1,944
Arizona	2,572	79	2,651	482	3,133
Arkansas	902	97	999	165	1,164
California	7,762	362	8,124	1,814	9,938
Colorado	1,667	117	1,784	420	2,204
Connecticut	1,032	64	1,096	8	1,104
Delaware	240	9	249	0	249
District of Columbia	133	199	332	798	1,130
Florida	4,943	205	5,148	1,309	6,457
Georgia	2,248	67	2,315	602	2,917
Idaho	592	55	647	2	649
Illinois	3,097	148	3,245	1,130	4,375
Indiana	2,410	152	2,562	266	2,828
Iowa	1,044	55	1,099	187	1,286
Kansas	1,025	110	1,135	231	1,366
Kentucky	1,477	80	1,557	128	1,685
Louisiana	1,097	69	1,166	2	1,168
Maine	507	70	577	19	596
Maryland	1,320	30	1,350	4	1,354
Massachusetts	1,272	204	1,476	388	1,864
Michigan	4,097	140	4,237	611	4,848
Minnesota	1,781	126	1,907	512	2,419
Mississippi	755	63	818	0	818
Missouri	2,021	62	2,083	349	2,432
Montana	549	143	692	96	788
Nebraska	523	14	537	90	627
Nevada	1,164	47	1,211	221	1,432
New Hampshire	536	51	587	15	602
New Jersey	1,489	45	1,534	425	1,959
New Mexico	798	45	843	206	1,049
New York	3,868	34	3,902	635	4,537
North Carolina	2,754	160	2,914	138	3,052
North Dakota	235	187	422	19	441

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	4,037	74	4,111	331	4,442
Oklahoma	1,432	99	1,531	199	1,730
Oregon	1,465	266	1,731	0	1,731
Pennsylvania	4,826	12	4,838	2,900	7,738
Rhode Island	196	54	250	0	250
South Carolina	1,276	25	1,301	192	1,493
South Dakota	290	117	407	48	455
Tennessee	2,361	407	2,768	631	3,399
Texas	6,983	62	7,045	2,235	9,280
Utah	862	130	992	242	1,234
Vermont	322	23	345	261	606
Virginia	2,487	123	2,610	515	3,125
Washington	2,499	159	2,658	185	2,843
West Virginia	687	34	721	29	750
Wisconsin	1,497	38	1,535	8	1,543
Wyoming	383		383	2	385
TOTAL 48 CONTERMINOUS STATES	88,922	5,000	93,922	19,497	113,419
Alaska	461		461	136	597
Hawaii	235		235	39	274
TOTAL ALASKA & HAWAII	696		696	175	871
U.S. Unclassified					
TOTAL UNITED STATES	89,618	5,000	94,618	19,672	114,290
Poss. & Other Areas	178		178		178
U.S. & POSS., etc.	89,796	5,000	94,796	19,672	114,468
Canada	137		137	407	544
International	323		323	1,311	1,634
Other Unclassified					
Military or Civilian					
Personnel Overseas	1,217		1,217		1,217
GRAND TOTAL	91,473	5,000	96,473	21,390	117,863

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)	51	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	32,653	93.9
(b) Seven to eleven months (4 to 5 issues)	26	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,132	6.1
(c) Twelve months (6 issues)	16,781	48.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1	0.0
(d) Thirteen to twenty-four months	17,055	49.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	873	2.5	Total Subscriptions Sold in Period	34,786	100.0
Total Subscriptions Sold in Period	34,786	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	34,314	98.6			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums. See Par. 9	472	1.4			
Total Subscriptions Sold in Period	34,786	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,351 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,246 or 6.7% of average paid subscription circulation.
- (d) Partnership Subscription Sales (Deductible): The average of 5 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 to this publication for a 1 year subscription.
- (e) Sponsored Subscription Sales - Individually Addressed: The average of 26 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 1,338 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 3,667 copies per issue represent subscriptions in quantities of 2,000 to 3,000. 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 1 year subscriptions sold at \$19.97; 2 year subscriptions sold at \$25.97; 3 year subscriptions sold at \$34.97.
- An Amazon gift card, with a value of \$5.00, was offered with 1 year subscriptions sold at \$12.97.
- A \$2.00 donation to the TAPS fund was offered with 1 year subscriptions sold at \$10.00.

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	112,226	113,696	-1,470	-1.3
12-31-04	(a)	119,641	117,915	1,726	1.5
12-31-03	125,000	128,399	130,353	-1,954	-1.5
12-31-02	150,000	139,837	139,669	168	0.1
12-31-01	150,000	150,794	151,867	-1,073	-0.7

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

(a) Effective 02/01/04 changed from 125,000 to 115,000.

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.

HANDGUNS, published by InterMedia Outdoors, Inc. • 261 Madison Avenue • New York, NY 10016

PETER WATT

CHRIS AGNES

Date Signed: July 25, 2007

VP, Consumer Marketing

Publisher

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	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	