



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

Subject to Audit

For the six months ended June 30, 2007

Field Served: Gun enthusiasts, hunters, shooters and collectors.

Published by InterMedia Outdoors, Inc.

Frequency: 12 times/year

ABC Member # 04-1103-0

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	151,917	86.5			
Verified					
Total Paid & Verified Subscriptions	151,917	86.5			
Single Copy Sales	23,609	13.5			
Total Paid & Verified Circulation	175,526	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (12 issue frequency)	\$23.98		
Average Subscription Price per Copy		\$14.22	\$1.19

(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.	148,291		148,291	24,304	172,595
Feb.	148,263		148,263	23,035	171,298
Mar.	152,466		152,466	24,950	177,416
Apr.	154,770		154,770	25,000	179,770
May	154,143		154,143	20,166	174,309
June	153,561		153,561	24,200	177,761

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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	140,262	77.9	137,399	78.0	141,018	80.9	146,823	84.5	151,218	86.0
Verified	N/A		N/A		N/A		N/A		667	0.4
Total Paid & Verified Subscriptions	140,262	77.9	137,399	78.0	141,018	80.9	146,823	84.5	151,885	86.4
Single Copy Sales	39,884	22.1	38,786	22.0	33,284	19.1	26,910	15.5	23,990	13.6
Total Paid & Verified Circulation	180,146	100.0	176,185	100.0	174,302	100.0	173,733	100.0	175,875	100.0
Year Over Year Percent of Change		-0.3		-2.2		-1.1		-0.3		1.2
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		61	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.	180,146	100.0	176,185	100.0	174,302	100.0	173,794	100.0	175,875	100.0
Year Over Year Percent of Change		-0.3		-2.2		-1.1		-0.3		1.2
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$18.60		\$18.60		\$18.02		\$16.09		\$14.88	

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*	131,899	75.1
Partnership:		
Deductible*	5	0.0
Sponsored Sales	18,811	10.7
Subscriptions for Military Personnel*	1,202	0.7
TOTAL PAID SUBSCRIPTIONS	151,917	86.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	151,917	86.5
SINGLE COPY SALES		
Single Issue Sales	23,609	13.5
TOTAL SINGLE COPY SALES	23,609	13.5
TOTAL PAID & VERIFIED CIRCULATION	175,526	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 April, 2007 issue

Total paid & verified circulation of this issue was 2.4% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	2,235		2,235	289	2,524
Arizona	4,012		4,012	509	4,521
Arkansas	1,903		1,903	233	2,136
California	11,242		11,242	1,772	13,014
Colorado	3,422		3,422	663	4,085
Connecticut	1,385		1,385	106	1,491
Delaware	355		355	50	405
District of Columbia	155		155	63	218
Florida	6,377		6,377	794	7,171
Georgia	3,335		3,335	645	3,980
Idaho	1,842		1,842	186	2,028
Illinois	5,222		5,222	763	5,985
Indiana	3,575		3,575	577	4,152
Iowa	2,152		2,152	283	2,435
Kansas	2,100		2,100	257	2,357
Kentucky	2,420		2,420	339	2,759
Louisiana	1,897		1,897	296	2,193
Maine	1,082		1,082	125	1,207
Maryland	2,069		2,069	339	2,408
Massachusetts	1,587		1,587	135	1,722
Michigan	6,356		6,356	759	7,115
Minnesota	3,506		3,506	712	4,218
Mississippi	1,478		1,478	169	1,647
Missouri	4,458		4,458	544	5,002
Montana	1,890		1,890	270	2,160
Nebraska	1,367		1,367	215	1,582
Nevada	1,708		1,708	702	2,410
New Hampshire	937		937	90	1,027
New Jersey	2,002		2,002	225	2,227
New Mexico	1,498		1,498	139	1,637
New York	6,357		6,357	984	7,341
North Carolina	4,096		4,096	500	4,596
North Dakota	787		787	101	888

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	6,901		6,901	958	7,859
Oklahoma	2,499		2,499	309	2,808
Oregon	3,205		3,205	430	3,635
Pennsylvania	9,283		9,283	1,872	11,155
Rhode Island	259		259	19	278
South Carolina	1,757		1,757	255	2,012
South Dakota	901		901	124	1,025
Tennessee	3,170		3,170	438	3,608
Texas	11,781		11,781	2,186	13,967
Utah	1,590		1,590	182	1,772
Vermont	654		654	64	718
Virginia	4,308		4,308	647	4,955
Washington	4,065		4,065	671	4,736
West Virginia	1,846		1,846	179	2,025
Wisconsin	4,011		4,011	385	4,396
Wyoming	1,134		1,134	188	1,322
TOTAL 48 CONTER-MINOUIS STATES	152,171		152,171	22,741	174,912
Alaska	1,034		1,034	250	1,284
Hawaii	327		327	90	417
TOTAL ALASKA & HAWAII	1,361		1,361	340	1,701
U.S. Unclassified					
TOTAL UNITED STATES	153,532		153,532	23,081	176,613
Poss. & Other Areas	47		47	3	50
U.S. & POSS., etc.	153,579		153,579	23,084	176,663
Canada	469		469	1,464	1,933
International	342		342	452	794
Other Unclassified					
Military or Civilian					
Personnel Overseas	380		380		380
GRAND TOTAL	154,770		154,770	25,000	179,770

ANALYSIS BY ABCD COUNTY SIZE for the April, 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 6 issues)	366	0.6	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	60,708	91.7
(b) Seven to eleven months (7 to 11 issues)	488	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	5,506	8.3
(c) Twelve months (12 issues)	48,566	73.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	19	0.0
(d) Thirteen to twenty-four months	14,828	22.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,985	3.0	Total Subscriptions Sold in Period	66,233	100.0
Total Subscriptions Sold in Period	66,233	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	58,180	87.8			
(b) Ordered with material reprinted from this publication, See Par. 9	4	0.0			
(c) Ordered with other premiums, See Par. 9	8,049	12.2			
Total Subscriptions Sold in Period	66,233	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,720 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,002 or 1.3% 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 or single issues and was deductible from the total price.
- (e) Sponsored Subscription Sales - Individually Addressed: The average of 18,811 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 1,202 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) Use of Premiums: A reloading guide, a cammo cooler, a knife and gun sack, with no advertised or stated values, were offered with subscriptions sold at 1 yr. \$9.97, \$15.97, \$16.98, \$17.98, \$18.00, \$23.98; 2 yrs. \$25.97, \$38.98; 3 yrs. \$56.78. An Amazon gift card, with a value of \$5.00, was offered with subscriptions sold at 1 yr. \$16.98. An issue of Rifle Shooter, with a stated value of \$3.99, was offered with subscriptions sold at 1 yr. \$9.97.

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	175,722	175,875	-153	-0.1
12-31-05	None Claimed	173,450	173,733	-283	-0.2
12-31-04	None Claimed	173,985	174,302	-317	-0.2
12-31-03	None Claimed	175,458	176,184	-726	-0.4
12-31-02	None Claimed	179,190	180,146	-956	-0.5

[^]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.

SHOOTING TIMES, published by InterMedia Outdoors, Inc. • 512 7th Avenue, 11th Floor • New York, NY 10018

PETER WATT
VP, Consumer Marketing

SCOTT MAYER
Publisher

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P: 212.852.6682 • F: 212.302.4472

Established: 1962 ABC Member since: 1967

04-1103-0	Analyzed Issue Date	04/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	23.98
	Canadian Subscription Price	
	International Subscription Price	