



Audit Bureau
of Circulations



For the six months ended June 30, 2007

Field Served: Shooting/gun enthusiasts.

Published by Intermedia Outdoors, Inc.

Frequency: 36 times/year

ABC Member # 04-1103-5

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

Subject to Audit

Shotgun News

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 (36/Yr.)	74,690	72.7			
Paid (12/Yr.)	3,126	3.0			
Verified (36/Yr.)					
Verified (12/Yr.)					
Total Paid & Verified Subscriptions	77,816	75.7			
Single Copy Sales	24,920	24.3			
Total Paid & Verified Circulation	102,736	100.0	None Claimed		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$4.32		
Subscription (36)	\$34.95		
Subscription (12)	\$19.95		
Average Subscription Price Annualized (36 issue frequency)	\$28.90		
Average Subscription Price per Copy (36)	\$0.80		
Average Subscription Price Annualized (12 issue frequency)	\$19.07		
Average Subscription Price per Copy (12)	\$1.59		

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue		Paid Subscriptions 36 Issues/Yr.	Paid Subscriptions 12 Issues/Yr.	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	1	74,529	3,303		77,832	29,495	107,327
	10	75,402	3,029		78,431	23,769	102,200
	20	75,001	3,358		78,359	41,015	119,374
Feb.	1	74,353	3,259		77,612	21,657	99,269
	10	73,562	2,947		76,509	24,241	100,750
	20	72,870	3,269		76,139	32,641	108,780
Mar.	1	73,916	3,201		77,117	22,781	99,898
	10	74,131	2,913		77,044	25,455	102,499
	20	74,336	3,263		77,599	37,018	114,617
Apr.	1	74,339	3,193		77,532	17,837	95,369
	10	74,441	2,930		77,371	21,150	98,521
	20	74,039	3,240		77,279	28,942	106,221
May	1	72,923	3,166		76,089	24,163	100,252
	10	74,810	2,889		77,699	17,244	94,943
	20	76,124	3,181		79,305	24,900	104,205
June	1	76,539	3,099		79,638	15,850	95,488
	10	76,508	2,862		79,370	15,850	95,220
	20	76,601	3,161		79,762	24,550	104,312

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

Subscriptions:

Paid	N/A	83,833	74.4	83,957	75.9	86,149	77.8	81,032	76.5
Verified	N/A	N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A	83,833	74.4	83,957	75.9	86,149	77.8	81,032	76.5
Single Copy Sales	N/A	28,910	25.6	26,666	24.1	24,552	22.2	24,945	23.5
Total Paid & Verified Circulation	N/A	112,743	100.0	110,623	100.0	110,701	100.0	105,977	100.0
Year Over Year Percent of Change					-1.9		0.1		-4.3
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		1	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.	N/A	112,743	100.0	110,623	100.0	110,702	100.0	105,977	100.0
Year Over Year Percent of Change					-1.9		0.1		-4.3
Combined Rate Base	N/A	N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	N/A	N/A		N/A		\$30.23		\$28.90	

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.

	36 Issues/Yr.	12 Issues/Yr.	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	74,577	3,126	77,703	75.6
Sponsored Sales	2		2	0.0
Subscriptions for Military Personnel*	111		111	0.1
TOTAL PAID SUBSCRIPTIONS	74,690	3,126	77,816	75.7
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	74,690	3,126	77,816	75.7
SINGLE COPY SALES				
Single Issue Sales	24,920		24,920	24.3
TOTAL SINGLE COPY SALES	24,920		24,920	24.3
TOTAL PAID & VERIFIED CIRCULATION	99,610	3,126	102,736	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 1, April 10, and April 20, 2007 issue

Total paid & verified and analyzed non-paid circulation of this issue was 1.3% greater than the total average paid & verified circulation.

STATE	April 1					April 10					April 20				
	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,293		1,293	331	1,624	1,283		1,283	390	1,673	1,277		1,277	1,056	2,333
Arizona	2,313		2,313	549	2,862	2,307		2,307	666	2,973	2,319		2,319	879	3,198
Arkansas	883		883	275	1,158	869		869	332	1,201	875		875	436	1,311
California	5,859		5,859	1,530	7,389	5,830		5,830	1,821	7,651	5,841		5,841	2,356	8,197
Colorado	1,451		1,451	598	2,049	1,460		1,460	730	2,190	1,458		1,458	954	2,412
Connecticut	864		864	169	1,033	874		874	205	1,079	859		859	248	1,107
Delaware	221		221	44	265	217		217	52	269	218		218	79	297
District of Columbia	121		121	15	136	119		119	17	136	125		125	14	139
Florida	4,250		4,250	1,002	5,252	4,256		4,256	1,185	5,441	4,251		4,251	1,446	5,697
Georgia	1,981		1,981	505	2,486	1,969		1,969	605	2,574	1,973		1,973	709	2,682
Idaho	768		768	220	988	757		757	275	1,032	748		748	353	1,101
Illinois	3,192		3,192	611	3,803	3,170		3,170	727	3,897	3,153		3,153	924	4,077
Indiana	2,086		2,086	442	2,528	2,084		2,084	526	2,610	2,108		2,108	730	2,838
Iowa	911		911	238	1,149	911		911	306	1,217	905		905	486	1,391
Kansas	1,000		1,000	275	1,275	1,010		1,010	341	1,351	1,009		1,009	434	1,443
Kentucky	1,308		1,308	386	1,694	1,284		1,284	454	1,738	1,297		1,297	618	1,915
Louisiana	1,194		1,194	289	1,483	1,187		1,187	352	1,539	1,180		1,180	440	1,620
Maine	542		542	117	659	538		538	138	676	536		536	204	740
Maryland	1,402		1,402	229	1,631	1,404		1,404	267	1,671	1,401		1,401	353	1,754
Massachusetts	995		995	82	1,077	1,000		1,000	92	1,092	990		990	78	1,068
Michigan	2,600		2,600	554	3,154	2,615		2,615	653	3,268	2,604		2,604	966	3,570
Minnesota	1,356		1,356	361	1,717	1,354		1,354	393	1,747	1,354		1,354	612	1,966
Mississippi	787		787	204	991	804		804	248	1,052	792		792	325	1,117
Missouri	2,056		2,056	480	2,536	2,062		2,062	581	2,643	2,052		2,052	731	2,783
Montana	588		588	153	741	579		579	182	761	578		578	236	814
Nebraska	629		629	168	797	634		634	205	839	642		642	292	934
Nevada	1,044		1,044	302	1,346	1,049		1,049	354	1,403	1,040		1,040	457	1,497
New Hampshire	493		493	86	579	498		498	104	602	495		495	122	617
New Jersey	1,255		1,255	137	1,392	1,259		1,259	164	1,423	1,251		1,251	149	1,400
New Mexico	691		691	200	891	679		679	242	921	683		683	319	1,002
New York	3,027		3,027	452	3,479	3,006		3,006	516	3,522	2,992		2,992	647	3,639
North Carolina	2,026		2,026	519	2,545	2,038		2,038	653	2,691	2,056		2,056	735	2,791
North Dakota	260		260	124	384	257		257	158	415	255		255	260	515
Ohio	3,649		3,649	698	4,347	3,620		3,620	825	4,445	3,620		3,620	1,232	4,852
Oklahoma	1,302		1,302	342	1,644	1,297		1,297	357	1,654	1,301		1,301	524	1,825
Oregon	1,417		1,417	312	1,729	1,418		1,418	386	1,804	1,419		1,419	481	1,900
Pennsylvania	3,870		3,870	632	4,502	3,839		3,839	753	4,592	3,833		3,833	1,046	4,879
Rhode Island	191		191	18	209	190		190	23	213	187		187	23	210
South Carolina	895		895	204	1,099	884		884	217	1,101	885		885	262	1,147
South Dakota	295		295	63	358	301		301	78	379	303		303	100	403
Tennessee	1,738		1,738	468	2,206	1,734		1,734	562	2,296	1,748		1,748	682	2,430
Texas	5,602		5,602	1,256	6,858	5,584		5,584	1,524	7,108	5,604		5,604	1,854	7,458
Utah	657		657	159	816	646		646	191	837	645		645	258	903
Vermont	253		253	61	314	252		252	73	325	246		246	122	368
Virginia	2,140		2,140	547	2,687	2,153		2,153	658	2,811	2,155		2,155	803	2,958
Washington	2,072		2,072	542	2,614	2,086		2,086	660	2,746	2,083		2,083	826	2,909
West Virginia	796		796	135	931	792		792	202	994	770		770	254	1,024
Wisconsin	1,728		1,728	323	2,051	1,746		1,746	387	2,133	1,705		1,705	632	2,337
Wyoming	438		438	130	568	435		435	161	596	442		442	206	648
TOTAL 48 CONTERMINOUS STATES	76,489		76,489	17,537	94,026	76,340		76,340	20,991	97,331	76,263		76,263	27,953	104,216
Alaska	461		461	224	685	461		461	43	504	458		458	370	828
Hawaii	224		224	76	300	220		220	116	336	216		218	132	350
TOTAL ALASKA & HAWAII	685		685	300	985	681		681	159	840	674		676	502	1,178
U.S. Unclassified															
TOTAL UNITED STATES	77,174		77,174	17,837	95,011	77,021		77,021	21,150	98,171	76,937		76,939	28,455	105,394
Poss. & Other Areas	30		30		30	30		30		30	27		27		27
U.S. & POSS., etc.	77,204		77,204	17,837	95,041	77,051		77,051	21,150	98,201	76,964		76,966	28,455	105,421
Canada	58		58		58	62		62		62	56		56	487	543
International	90		90		90	87		87		87	88		88		88
Other Unclassified															
Military or Civilian Personnel Overseas	180		180		180				171	171			169		169
GRAND TOTAL	77,532		77,532	17,837	95,369	77,200		77,371	21,150	98,521	77,108		77,279	28,942	106,221

ANALYSIS BY ABCD COUNTY SIZE for the April 1, April 10, and April 20, 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, See Par. 9.....	14,616	31.9	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	43,978	95.8
(b) Seven to eleven months, See Par. 9.....	273	0.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,185	2.6
(c) Twelve months, See Par. 9.....	25,503	55.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	719	1.6
(d) Thirteen to twenty-four months, See Par. 9.....	3,597	7.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more, See Par. 9.....	1,893	4.1	Total Subscriptions Sold in Period.....	45,882	100.0
Total Subscriptions Sold in Period.....	45,882	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	39,081	85.2			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	6,801	14.8			
Total Subscriptions Sold in Period.....	45,882	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,837 copies per issue.

(c) Post expiration copies: None.

(d) Subscriptions for Military Personnel: The average of 111 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.

(e) The duration on Par. 8A is broken out as follows:

	1 yr. (36 issues)	1 yr. (12 issues)
One to Six months	1-18 (issues)	1-6 (issues)
Seven to Eleven months	19-35 (issues)	7-11 (issues)
Twelve months	36 (issues)	12 (issues)
Thirteen to Twenty-four months	37-72 (issues)	13-24 (issues)
Twenty five & more	73 & more issues	25 & more issues

(f) Use of Premiums: A Cammo Cooler and a gun sock, with no advertised or stated value, was offered with 18 issue subscriptions at \$19.95.

A booklet titled "Original Intent", with no advertised or stated value, was offered with 18 issue subscriptions at \$19.95 and \$21.95.

An Amazon gift card, with a value of \$5.00, was offered with 36 issue subscriptions at \$28.95.

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)	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)
12-31-05	None Claimed	110,876	110,702	174	0.2	None Claimed				
12-31-04	None Claimed	110,371	110,622	-251	-0.2					
12-31-03	None Claimed	111,444	111,385	59	0.1					
03-31-03	None Claimed	116,816	*							
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	None Claimed	110,877	110,703	174	0.2					

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

*Initial Audit for the period ended March 31, 2003 - Publisher's Statement not required for this period.

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.

SHOTGUN NEWS, published by Intermedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

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BOB HUNNICUTT

Publisher

Date Signed: July 25, 2007

Established: 1946

ABC Member since: 2003

04-1103-5	Analyzed Issue Date	04/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.32
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	
	International Subscription Price	