

## AMERICA'S 1ST FREEDOM

### Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

**Annual Frequency:** 12 times/year

**Field Served:** Readers with strong Second Amendment principles who look for unbiased editorial coverage of the issues, information on shooting and hunting sports and advertisers messages supporting all of the above.

**Published by:** National Rifle Association of America

#### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
656,394		656,394	None Claimed	

#### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	653,979		653,979		653,979
Aug	654,573		654,573		654,573
Sep	657,583		657,583		657,583
Oct	657,654		657,654		657,654
Nov	657,933		657,933		657,933
Dec	656,642		656,642		656,642
<b>Average</b>	<b>656,394</b>		<b>656,394</b>		<b>656,394</b>

#### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	3,321	0.5
Association: Non-deductible	653,073	99.5
<b>Total Paid Subscriptions</b>	<b>656,394</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>656,394</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>656,394</b>	<b>100.0</b>

#### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

- (1) For statement period  
 (2) Represents subscriptions for the 12 month period ended June 30, 2018  
 (3) Based on the following issue per year frequency: 12

#### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

#### RATE BASE

None Claimed

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## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 8,055

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 170,620. Subscribers paid between \$300.00 and \$1,000.00 for lifetime subscriptions.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: National Rifle Association of America  
AMERICA'S 1ST FREEDOM, published by National Rifle Association of America \* 11250 Waples Mill Road \* Fairfax, VA 22030

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P: 703.267.1312 \* URL: [www.nrapublications.org](http://www.nrapublications.org)  
Established: 1997

Evelyn Kessler  
Deputy Executive Director  
AAM Member since: 1999

# AMERICAN HUNTER

## Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

**Annual Frequency:** 12 times/year

**Field Served:** Readers looking for in-depth tips and tactics from the most popular outdoor writers. Outdoor enthusiasts expecting to read editorials and advertisements on rifles, shotguns, handguns, ammunition, reloading, optics, shooting and hunting related accessories as well as products used in normal day to day life.

Published by National Rifle Association of America

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
941,672		941,672	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	938,218		938,218		938,218
Aug	939,038		939,038		939,038
Sep	941,964		941,964		941,964
Oct	942,022		942,022		942,022
Nov	944,383		944,383		944,383
Dec	944,407		944,407		944,407
<b>Average</b>	<b>941,672</b>		<b>941,672</b>		<b>941,672</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	3,359	0.4
Association: Non-deductible	938,313	99.6
<b>Total Paid Subscriptions</b>	<b>941,672</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>941,672</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>941,672</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	890,996	890,996		
6/30/2017	None Claimed	947,601	947,601		
6/30/2016	None Claimed	935,555	935,555		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2018

(3) Based on the following issue per year frequency: 12

### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
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Trend Analysis

### RATE BASE

None Claimed

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,100

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 282,460. Subscribers paid between \$300.00 and \$1,000.00 for lifetime subscriptions.

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Established: 1973

Evelyn Kessler  
Deputy Executive Director  
AAM Member since: 1981

# AMERICAN RIFLEMAN

## Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

**Annual Frequency:** 12 times/year

**Field Served:** Shooting and firearms enthusiasts expecting editorial coverage and advertising messages on rifles, shotguns, handguns, ammunition, reloading, optics, shooting and hunting related accessories as well as products used in normal day to day life.

**Published by:** National Rifle Association of America

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,909,535		1,909,535	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	1,924,696		1,924,696		1,924,696
Aug	1,918,303		1,918,303		1,918,303
Sep	1,914,521		1,914,521		1,914,521
Oct	1,898,549		1,898,549		1,898,549
Nov	1,903,960		1,903,960		1,903,960
Dec	1,897,181		1,897,181		1,897,181
<b>Average</b>	<b>1,909,535</b>		<b>1,909,535</b>		<b>1,909,535</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	6,926	0.4
Association: Non-deductible	1,902,609	99.6
<b>Total Paid Subscriptions</b>	<b>1,909,535</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,909,535</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>1,909,535</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	1,916,093	1,916,093		
6/30/2017	None Claimed	2,104,303	2,104,303		
6/30/2016	None Claimed	2,093,104	2,093,104		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2018

(3) Based on the following issue per year frequency: 12

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Circulation by Regional, Metro & Demographic Editions  
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Trend Analysis

### RATE BASE

None Claimed

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 21,513

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 647296. Subscribers paid between \$300.00 and \$1,000.00 for lifetime subscriptions.

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AMERICAN RIFLEMAN, published by National Rifle Association of America \* 11250 Waples Mill Road \* Fairfax, VA 22030

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Established: 1923

Evelyn Kessler  
Deputy Executive Director  
AAM Member since: 1981

# Shooting Illustrated

## Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

**Annual Frequency:** 12 times/year

**Field Served:** Self defense firearm enthusiasts expecting editorial coverage and advertising messages on handguns, semi-automatic rifles, home defense shotguns, concealed carry, defensive ammunition, advanced tactical optics and firearms training, as well as products used in every day life.

Published by National Rifle Association of America

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
590,049		590,049	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	569,010		569,010		569,010
Aug	577,117		577,117		577,117
Sep	588,853		588,853		588,853
Oct	594,704		594,704		594,704
Nov	602,787		602,787		602,787
Dec	607,823		607,823		607,823
<b>Average</b>	<b>590,049</b>		<b>590,049</b>		<b>590,049</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	7,192	1.2
Association: Non-deductible	582,857	98.8
<b>Total Paid Subscriptions</b>	<b>590,049</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>590,049</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>590,049</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	405,115	405,115		
9/30/2017	None Claimed	351,608			

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2018

(3) Based on the following issue per year frequency: 12

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Trend Analysis

### RATE BASE

None Claimed

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 3,251

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 44,434. Subscribers paid between \$300.00 and \$1,000.00 for lifetime subscriptions.

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Parent Company: National Rifle Association of America  
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