

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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SHOOTING INDUSTRY

Publishers Development Corp.
12345 World Trade Dr.
San Diego, CA 92128-3743
Tel.: (858) 605-0200
Fax: (858) 605-0247

Official Publication of: None
Established: 1956
Issues Per Year: 12

FIELD SERVED

SHOOTING INDUSTRY serves firearms retailers with federal firearms licenses, other federally licensed firearms retailers, law enforcement, firearms stores, sporting good stores, hardware stores, chain stores, as well as stores selling archery and other equipment allied to the shooting sports field including firearms jobbers, manufacturers and distributors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are law enforcement and retailers with federal firearms licenses including: owners, salesmen, managers, buyers and other titled and non-titled personnel, including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,606
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	275
All Other _____	-
TOTAL	1,881

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,400	100.0	17,312	99.5	88	0.5
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,400	100.0	17,312	99.5	88	0.5

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	230	4			17,467	April _____	32	8			17,389
February _____	38	3			17,432	May _____	34	9			17,364
March _____	26	7			17,413	June _____	30	-			17,334
						TOTAL	390	31			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008		
This issue is 0.2% or 43 copies below the average of the other 5 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Firearms dealers; including Firearms Stores; Chain, Hardware or Department Stores; Sporting Goods Stores _____	10,050	57.9
2. Gunsmith Only _____	404	2.3
3. Others Allied to the Field, including Commercial Shooting Ranges, Archery Dealers and Law Enforcement _____	6,761	38.9
TOTAL RETAILERS	17,215	99.1
DISTRIBUTORS, JOBBERS _____	88	0.5
MANUFACTURERS _____	61	0.4
TOTAL QUALIFIED CIRCULATION	17,364	100.0
PERCENT	100.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	1,867	4,167	3,668			9,702	55.9
a. Written _____	1,676	3,579	1,893			7,148	41.2
b. Telecommunication _____	-	-	1,475			1,475	8.5
c. Electronic _____	191	588	300			1,079	6.2
II. TOTAL - Request from recipient's company: _____	1	-	-			1	-
a. Written _____	1	-	-			1	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	2	22	-			24	0.1
a. Written _____	2	22	-			24	0.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	934	3,440	3,263			7,637	44.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
*Licensees - National, State or Local Government _____	-	-	3,263			3,263	18.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	934	3,440	-			4,374	25.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	2,804	7,629	6,931			17,364	100.0
*See Paragraph 11	PERCENT	16.1	43.9			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			8,321	47.9
Individuals by name only _____			207	1.2
Titles or functions only _____			8,649	49.8
Company names only _____			187	1.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			17,364	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	128		400-427 Kentucky _____	299	
030-038 New Hampshire _____	108		370-385 Tennessee _____	447	
050-059 Vermont _____	57		350-369 Alabama _____	371	
010-027 Massachusetts _____	317		386-397 Mississippi _____	314	
028-029 Rhode Island _____	56		EAST SO. CENTRAL	1,431	8.2
060-069 Connecticut _____	171		716-729 Arkansas _____	327	
NEW ENGLAND	837	4.8	700-714 Louisiana _____	412	
100-149 New York _____	728		730-749 Oklahoma _____	302	
070-089 New Jersey _____	410		750-799 Texas _____	1,240	
150-196 Pennsylvania _____	773		WEST SO. CENTRAL	2,281	13.1
MIDDLE ATLANTIC	1,911	11.0	590-599 Montana _____	195	
430-459 Ohio _____	728		832-838 Idaho _____	174	
460-479 Indiana _____	433		820-831 Wyoming _____	109	
600-629 Illinois _____	661		800-816 Colorado _____	307	
480-499 Michigan _____	642		870-884 New Mexico _____	148	
530-549 Wisconsin _____	452		850-865 Arizona _____	300	
EAST NO. CENTRAL	2,916	16.8	840-847 Utah _____	165	
550-567 Minnesota _____	381		889-898 Nevada _____	107	
500-528 Iowa _____	265		MOUNTAIN	1,505	8.7
630-658 Missouri _____	464		995-999 Alaska _____	92	
580-588 North Dakota _____	80		980-994 Washington _____	317	
570-577 South Dakota _____	93		970-979 Oregon _____	314	
680-693 Nebraska _____	134		900-961 California _____	997	
660-679 Kansas _____	268		967-968 Hawaii _____	42	
WEST NO. CENTRAL	1,685	9.7	PACIFIC	1,762	10.1
197-199 Delaware _____	26		UNITED STATES	17,359	100.0
206-219 Maryland _____	199		969 & 004-009 U.S. Territories _____	3	
200-205 Washington, DC _____	25		Canada _____	1	
220-246 Virginia _____	397		Mexico _____	-	
247-268 West Virginia _____	202		Other International _____	1	
270-289 North Carolina _____	595		AP0/FPO _____	-	
290-299 South Carolina _____	265		TOTAL QUALIFIED CIRCULATION	17,364	100.0
300-319 Georgia _____	584				
320-349 Florida _____	738				
SOUTH ATLANTIC	3,031	17.5			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified ____	17,326	17,191	17,435	16,956	17,400
Qualified Non-Paid Total _____	16,348	16,624	17,123	16,817	17,312
Qualified Paid Total _____	978	567	312	139	88
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ____	\$23.40	\$22.62	\$19.32	\$30.54	\$24.69

*NOTE: 2008 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$24.69	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Licensees - National, State or Local Government include 1 source of circulation for 3,263 copies or 18.8%, including Federal Firearms Licence List from BATF. Other sources include 1 source of circulation for a quantity of 4,374 copies or 25.2%, including Yellow page listings.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Thomas Hollander, Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 22, 2008

State California

County San Diego

Received by BPA Worldwide August 22, 2008

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