

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.

Publishers Development Corp.
12345 World Trade Dr.
San Diego, CA 92128-3743
Tel. No.: (858) 605-0200
Fax No.: (858) 605-0247
www.shootingindustry.com

SHOOTING INDUSTRY is a B2B brand intended for retailers in the firearms industry and law enforcement procurement specialists. The brand content and editorial scope of SHOOTING INDUSTRY includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital editions at shootingindustry.com.

FIELD SERVED

SHOOTING INDUSTRY serves retailers: firearms dealers including firearms stores, chain, hardware or department stores, sporting goods stores, gunsmith, and others allied to the field, including police, and archery dealers. Also including distributors, jobbers, and manufacturers.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

SHOOTING INDUSTRY MAGAZINE



6 Issues in the period
18,865 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SHOOTING INDUSTRY MAGAZINE (6 issues in the period)	18,865	-	18,865

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	45
Allocated for Trade Shows and Conventions	250
All Other	2,003
TOTAL	2,298

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,865	100.0	18,865	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,865	100.0	18,865	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Total Qualified
January	89	51	19,022
February	287	275	19,010
March	127	31	18,914
April	161	194	18,947
May	654	401	18,694
June	119	28	18,603
TOTAL	1,437	980	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 1.1% or 205 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Firearms dealers, including Firearms Stores; Chain, Hardware or Department Stores; Sporting Goods Stores	16,713	89.4
2. Gunsmiths Only	868	4.7
3. Others Allied to the Field, including Archery Dealers and Law Enforcement	562	3.0
TOTAL RETAILERS & Law Enforcement	18,143	97.1
DISTRIBUTORS, JOBBERS	84	0.4
MANUFACTURERS	467	2.5
TOTAL QUALIFIED CIRCULATION	18,694	100.0
PERCENT	100.0	

Note 1: Qualified recipients are law enforcement and retailers including: owners, salesmen, managers, buyers and other titled and non-titled personnel, including company copies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,389	2,640	1,863	10,892	58.3
II. Request from recipient's company:	-	-	2	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2	-	-	2	-
V. TOTAL - Sources other than above (listed alphabetically):	-	7,798	-	7,798	41.7
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	-	7,798	-	7,798	41.7
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,391	10,438	1,865	18,694	100.0
PERCENT	34.2	55.8	10.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	9,607	51.4
Individuals by name only	2,685	14.4
Titles or functions only	6,350	33.9
Company names only	52	0.3
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	18,694	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	19,952	19,790	19,468	19,345	19,103	18,865
Qualified Non-Paid:	19,952	19,790	19,468	19,345	19,103	18,865
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

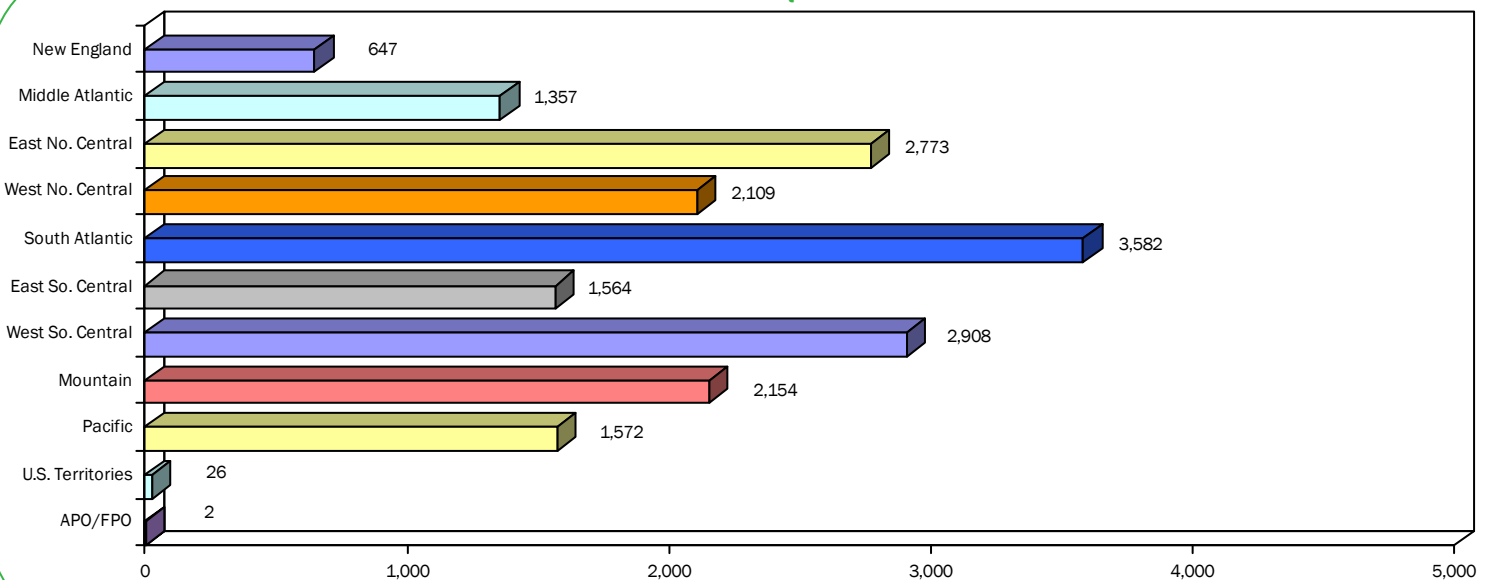
*NOTE: January – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	134		Kentucky	424	
New Hampshire	118		Tennessee	459	
Vermont	79		Alabama	386	
Massachusetts	140		Mississippi	295	
Rhode Island	27		EAST SO. CENTRAL	1,564	8.4
Connecticut	149		Arkansas	341	
NEW ENGLAND	647	3.5	Louisiana	333	
New York	429		Oklahoma	397	
New Jersey	154		Texas	1,837	
Pennsylvania	774		WEST SO. CENTRAL	2,908	15.6
MIDDLE ATLANTIC	1,357	7.2	Montana	216	
Ohio	726		Idaho	225	
Indiana	413		Wyoming	141	
Illinois	617		Colorado	472	
Michigan	569		New Mexico	180	
Wisconsin	448		Arizona	500	
EAST NO. CENTRAL	2,773	14.8	Utah	269	
Minnesota	331		Nevada	151	
Iowa	356		MOUNTAIN	2,154	11.5
Missouri	639		Alaska	110	
North Dakota	110		Washington	335	
South Dakota	115		Oregon	334	
Nebraska	219		California	761	
Kansas	339		Hawaii	32	
WEST NO. CENTRAL	2,109	11.3	PACIFIC	1,572	8.4
Delaware	32		UNITED STATES	18,666	99.9
Maryland	171		U.S. Territories	26	
Washington, DC	2		Canada	-	
Virginia	477		Mexico	-	
West Virginia	246		Other International	-	
North Carolina	733		APO/FPO	2	
South Carolina	339				
Georgia	569				
Florida	1,013				
SOUTH ATLANTIC	3,582	19.2			
			TOTAL QUALIFIED CIRCULATION	18,694	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other Sources include 1 source of circulation for a quantity of 7,798 copies or 41.7%, including Federal Firearms Licenses list.

<p>DEALERS!</p> <p>Who Is The Biggest Threat To Your Business?</p> <p>1. Hillary Clinton 2. New Supreme Court Justices 3. Donald Trump SEE COVER TO ANSWER</p> <p>Your Response Needed! Complete And Return The Attached SHOOTING INDUSTRY Dealer Survey Subscription Renewal Card Today!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p>	<p>DEALERS!</p> <p>Can't Miss Issue:</p> <p>UPDATED GIANT BUYER'S GUIDE ISSUE</p> <p>Don't Delay! Complete And Return The Attached SHOOTING INDUSTRY Subscription Renewal Card Today!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p>	<p>DEALERS!</p> <p>Can't Miss Issue:</p> <p>UPDATED GIANT SHOW PREVIEW BUYER'S GUIDE ISSUE</p> <p>Don't Delay! Complete And Return The Attached SHOOTING INDUSTRY Subscription Renewal Card Today!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p> <p><small>PLEASE COMPLETE ALL THE INFORMATION</small></p> <p><input type="checkbox"/> YES! I want to continue receiving Shooting Industry Magazine. <input type="checkbox"/> No, I no longer wish to receive Shooting Industry Magazine.</p> <p>FFL No. _____ Fax _____ E-mail _____ Business Name _____ Address _____ City _____ State _____ Zip _____</p> <p>DATE _____</p> <p>SIGNATURE _____</p> <p>NOT VALID WITHOUT SIGNATURE! Complete and return this Reply Card!</p>
--	---	--

PUBLISHER'S AFFIDAVIT

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

Thomas Hollander, Vice President
Jade Moldae, Editor

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 20, 2017
State California
County San Diego
Received by BPA Worldwide July 20, 2017
Type BD
ID Number S035B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.