

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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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
18,178 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)	18,178	-	18,178

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,178	100.0	18,178	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,178	100.0	18,178	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Number Removed	Number Added	Total Qualified
January	146	316	18,498
February	114	46	18,430
March	104	37	18,363
April	98	24	18,289
May	517	22	17,794
June	136	34	17,692
TOTAL	1,115	479	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is 2.5% or 460 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	16,166	90.8
2. Gunsmiths Only	740	4.2
3. Archery Dealers	16	0.1
4. Law Enforcement	357	2.0
5. Others Allied to the Field	67	0.4
TOTAL RETAILERS & Law Enforcement	17,346	97.5
DISTRIBUTORS, JOBBERS	66	0.4
MANUFACTURERS	382	2.1
TOTAL QUALIFIED CIRCULATION	17,794	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 (7,618), including company copies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	3,942	1,794	2,617	8,353	46.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	9,441	-	9,441	53.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	-	9,441	-	9,441	53.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,942	11,235	2,617	17,794	100.0
PERCENT	22.2	63.1	14.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	8,752	49.2
Individuals by name only	2,634	14.8
Titles or functions only	5,617	31.6
Company names only	791	4.4
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	17,794	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Total Audit Average Qualified:	19,103	18,865	19,024	19,213	18,698	18,178
Qualified Non-Paid:	19,103	18,865	19,024	19,213	18,698	18,178
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

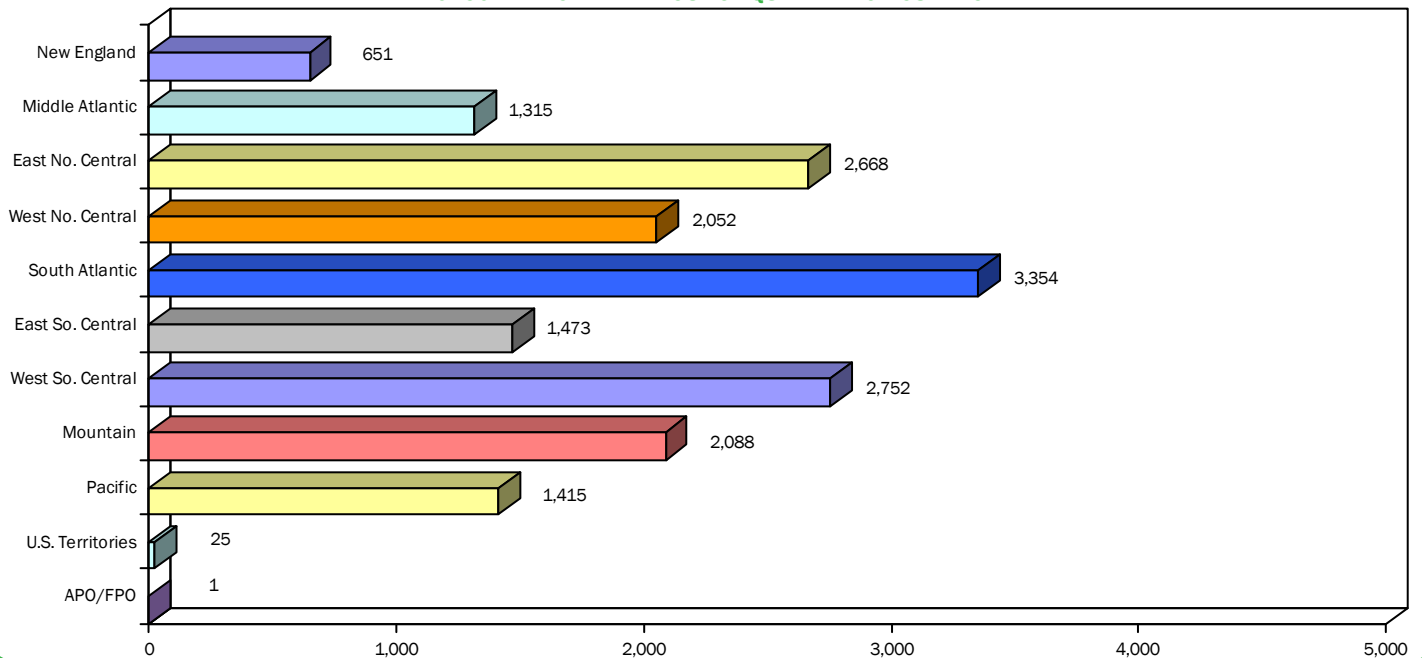
*NOTE: January – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	138		Kentucky	400	
New Hampshire	112		Tennessee	428	
Vermont	83		Alabama	376	
Massachusetts	142		Mississippi	269	
Rhode Island	26		EAST SO. CENTRAL	1,473	8.3
Connecticut	150		Arkansas	357	
NEW ENGLAND	651	3.7	Louisiana	317	
New York	410		Oklahoma	387	
New Jersey	144		Texas	1,691	
Pennsylvania	761		WEST SO. CENTRAL	2,752	15.5
MIDDLE ATLANTIC	1,315	7.4	Montana	194	
Ohio	724		Idaho	222	
Indiana	390		Wyoming	142	
Illinois	566		Colorado	443	
Michigan	574		New Mexico	173	
Wisconsin	414		Arizona	487	
EAST NO. CENTRAL	2,668	15.0	Utah	275	
Minnesota	323		Nevada	152	
Iowa	336		MOUNTAIN	2,088	11.7
Missouri	614		Alaska	110	
North Dakota	115		Washington	314	
South Dakota	132		Oregon	311	
Nebraska	224		California	649	
Kansas	308		Hawaii	31	
WEST NO. CENTRAL	2,052	11.5	PACIFIC	1,415	8.0
Delaware	33		UNITED STATES	17,768	99.9
Maryland	165		U.S. Territories	25	
Washington, DC	3		Canada	-	
Virginia	447		Mexico	-	
West Virginia	234		Other International	-	
North Carolina	699		APO/FPO	1	
South Carolina	318				
Georgia	533				
Florida	922				
SOUTH ATLANTIC	3,354	18.8			
			TOTAL QUALIFIED CIRCULATION	17,794	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other Sources include 1 source of circulation for a quantity of 9,441 copies or 53.1%, including BATF Federal Firearms Licensee List.

QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER:

PUBLISHER'S AFFIDAVIT

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

Thomas Hollander, President

Jade Molde, 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 16, 2019
 State California
 County San Diego
 Received by BPA Worldwide July 16, 2019
 Type BD
 ID Number S035B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.