



Audit Bureau
of Circulations

Guns Magazine

For the six months ended June 30, 2009

Field Served: Firearms interests, including hunters, gun collectors, competitive shooters. Articles cover both the technical aspects of firearms and accessories, plus every shooting discipline.

Published by Publishers Development Corporation

Frequency: 12 times/year

ABC Member # 04-0394-5

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Guns Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

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	66,516	66.4			
Verified					
Total Paid & Verified Subscriptions	66,516	66.4			
Single Copy Sales	33,695	33.6			
Total Paid & Verified Circulation	100,211	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$24.95		
Average Subscription Price Annualized (12 issue frequency)		\$13.08	
Average Subscription Price per Copy		\$1.09	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	68,078		68,078	21,483	89,561
Feb.	63,173		63,173	33,227	96,400
Mar.+	63,275		63,275	48,487	111,762
Apr.+	65,115		65,115	45,133	110,248
May	60,722		60,722	25,667	86,389
June	78,733		78,733	28,171	106,904

+See Par. 9.

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	51,363	68.3	63,345	72.1	71,583	74.8	74,712	75.3	80,867	76.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	51,363	68.3	63,345	72.1	71,583	74.8	74,712	75.3	80,867	76.9
Single Copy Sales	23,823	31.7	24,487	27.9	24,127	25.2	24,447	24.7	24,264	23.1
Total Paid & Verified Circulation	75,186	100.0	87,832	100.0	95,710	100.0	99,159	100.0	105,131	100.0
Year Over Year Percent of Change		1.8		16.8		9.0		3.6		6.0
Avg. Annualized Subscription Price	\$15.34		\$12.47		\$13.10		\$13.08		\$12.00	

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.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	66,516	66.4
TOTAL PAID SUBSCRIPTIONS	66,516	66.4
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	66,516	66.4
SINGLE COPY SALES		
Single Issue Sales	33,695	33.6
TOTAL SINGLE COPY SALES	33,695	33.6
TOTAL PAID & VERIFIED CIRCULATION	100,211	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 May, 2009 issue

Total paid & verified circulation of this issue was 13.8% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	812		812	799	1,611
Arizona	1,844		1,844	528	2,372
Arkansas	721		721	15	736
California	4,793		4,793	1,625	6,418
Colorado	1,284		1,284	41	1,325
Connecticut	560		560	49	609
Delaware	146		146	32	178
District of Columbia	9		9	313	322
Florida	3,180		3,180	1,299	4,479
Georgia	1,302		1,302	2,431	3,733
Idaho	743		743	12	755
Illinois	2,147		2,147	452	2,599
Indiana	1,544		1,544	342	1,886
Iowa	778		778	134	912
Kansas	856		856	45	901
Kentucky	927		927	104	1,031
Louisiana	711		711	20	731
Maine	376		376	52	428
Maryland	739		739	214	953
Massachusetts	674		674	348	1,022
Michigan	2,341		2,341	2,235	4,576
Minnesota	1,295		1,295	363	1,658
Mississippi	473		473	7	480
Missouri	1,728		1,728	521	2,249
Montana	639		639	569	1,208
Nebraska	478		478	433	911
Nevada	768		768	83	851
New Hampshire	352		352	37	389
New Jersey	822		822	251	1,073
New Mexico	646		646	32	678
New York	2,125		2,125	312	2,437
North Carolina	1,708		1,708	766	2,474
North Dakota	232		232	91	323

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	2,717		2,717	996	3,713
Oklahoma	1,006		1,006	53	1,059
Oregon	1,343		1,343	16	1,359
Pennsylvania	2,994		2,994	1,069	4,063
Rhode Island	117		117	4	121
South Carolina	763		763	518	1,281
South Dakota	269		269	195	464
Tennessee	1,416		1,416	596	2,012
Texas	4,703		4,703	4,027	8,730
Utah	668		668	544	1,212
Vermont	232		232	3	235
Virginia	1,668		1,668	582	2,250
Washington	1,786		1,786	1,063	2,849
West Virginia	600		600	118	718
Wisconsin	1,289		1,289	260	1,549
Wyoming	408		408	5	413
TOTAL 48 CONTER-MINOUS STATES	59,732		59,732	24,604	84,336
Alaska	357		357	225	582
Hawaii	148		148	27	175
TOTAL ALASKA & HAWAII	505		505	252	757
U.S. Unclassified					
TOTAL UNITED STATES	60,237		60,237	24,856	85,093
Poss. & Other Areas	89		89	6	95
U.S. & POSS., etc.	60,326		60,326	24,862	85,188
Canada	72		72	6	78
International	272		272	799	1,071
Other Unclassified					
Military or Civilian					
Personnel Overseas	52		52		52
GRAND TOTAL	60,722		60,722	25,667	86,389

ANALYSIS BY ABCD COUNTY SIZE for the May, 2009 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, 2009

A. DURATION		%
(a) One to six months (1 to 6 issues).....	None	
(b) Seven to eleven months (7 to 11 issues).....	16	0.0
(c) Twelve months (12 issues).....	27,242	76.1
(d) Thirteen to twenty-four months.....	6,771	18.9
(e) Twenty-five months and more	1,779	5.0
Total Subscriptions Sold in Period	35,808	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	3,034	8.5
(b) Ordered with material reprinted from this publication.....	None	
(c) Ordered with other premiums, See Par. 9	32,774	91.5
Total Subscriptions Sold in Period	35,808	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	35,808	100.0
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	35,808	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$42.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,869 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 10,210 or 15.3% of average paid subscription circulation.
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) Use of Premiums: A CD, with a value of 95¢, was offered with 1 year subscriptions sold at \$24.95 and 2 year subscriptions sold at \$33.95.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; 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)
12-31-07	None Claimed	98,579	99,159	-580	-0.6
12-31-06	None Claimed	95,023	95,709	-686	-0.7
12-31-05	None Claimed	87,927	87,832	95	0.1
12-31-04	None Claimed	74,999	75,186	-187	-0.2
12-31-03	None Claimed	72,389	73,869	-1,480	-2.0

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

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: Publishers Development Corporation

GUNS MAGAZINE, published by Publishers Development Corporation • 12345 World Trade Dr. • San Diego, CA 92109

THOMAS HOLLANDER

THOMAS VON ROSEN

Date Signed: August 14, 2009

Vice President

Publisher

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04-0394-5	Analyzed Issue Date	05/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	24.95
	Canadian Subscription Price	
	International Subscription Price	