Audit Bureau of Circulations

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

Guns Magazine

For the six months ended June 30, 2011

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

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	84,809	78.6			
Verified					
Total Paid & Verified Subscriptions	**84,809**	**78.6**			
Single Copy Sales	23,092	21.4			
Total Paid & Verified Circulation	**107,901**	**100.0**	**None Claimed**		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Average Price (2) Gross (Optional)
Average Single Copy	$4.95		
Subscription	$24.95		
Average Subscription Price Annualized (12 issue frequency)		$13.56	
Average Subscription Price per Copy		$1.13	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	69,399		69,399	21,520	90,919
Feb.	73,108		73,108	22,079	95,187
Mar.	85,246		85,246	26,735	111,981
Apr.	92,891		92,891	26,889	119,780
May	94,163		94,163	20,117	114,280
June	94,047		94,047	21,214	115,261

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	71,583	74.8	74,712	75.3	80,867	76.9	68,237	70.4	67,985	73.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	**71,583**	**74.8**	**74,712**	**75.3**	**80,867**	**76.9**	**68,237**	**70.4**	**67,985**	**73.6**
Single Copy Sales	24,127	25.2	24,447	24.7	24,264	23.1	28,639	29.6	24,369	26.4
Total Paid & Verified Circulation	**95,710**	**100.0**	**99,159**	**100.0**	**105,131**	**100.0**	**96,876**	**100.0**	**92,354**	**100.0**
Year Over Year Percent of Change		9.0		3.6		6.0		-7.9		-4.7
Avg. Annualized Subscription Price	$13.10		$13.08		$12.00		$14.28		$15.84	

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*	84,809	78.6
TOTAL PAID SUBSCRIPTIONS	**84,809**	**78.6**
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	**84,809**	**78.6**
SINGLE COPY SALES		
Single Issue Sales	23,092	21.4
TOTAL SINGLE COPY SALES	**23,092**	**21.4**
TOTAL PAID & VERIFIED CIRCULATION	**107,901**	**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

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7. GEOGRAPHIC DATA for the May 2011 issue

Total paid & verified circulation of this issue was 5.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIP-TIONS	VERIFIED SUBSCRIP-TIONS	TOTAL PAID & VERIFIED SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,361		1,361	275	1,636
Arizona	2,727		2,727	427	3,154
Arkansas	1,142		1,142	11	1,153
California	7,036		7,036	1,817	8,853
Colorado	1,992		1,992	212	2,204
Connecticut	842		842	27	869
Delaware	253		253	22	275
District of Columbia	12		12	4	16
Florida	5,187		5,187	52	5,239
Georgia	2,105		2,105	3,753	5,858
Idaho	1,073		1,073	11	1,084
Illinois	3,390		3,390	350	3,740
Indiana	2,512		2,512	269	2,781
Iowa	1,305		1,305	116	1,421
Kansas	1,368		1,368	432	1,800
Kentucky	1,586		1,586	140	1,726
Louisiana	1,135		1,135	9	1,144
Maine	591		591	27	618
Maryland	1,105		1,105	261	1,366
Massachusetts	979		979	321	1,300
Michigan	3,747		3,747	981	4,728
Minnesota	1,935		1,935	478	2,413
Mississippi	805		805	5	810
Missouri	2,765		2,765	668	3,433
Montana	1,039		1,039	315	1,354
Nebraska	792		792	241	1,033
Nevada	1,090		1,090	60	1,150
New Hampshire	531		531	19	550
New Jersey	1,210		1,210	284	1,494
New Mexico	903		903	21	924
New York	3,246		3,246	172	3,418
North Carolina	2,786		2,786	1,172	3,958
North Dakota	386		386	113	499
Ohio	4,362		4,362	618	4,980
Oklahoma	1,572		1,572	30	1,602
Oregon	2,001		2,001	18	2,019
Pennsylvania	4,737		4,737	923	5,660
Rhode Island	157		157	3	160
South Carolina	1,321		1,321	40	1,361
South Dakota	412		412	310	722
Tennessee	2,288		2,288	26	2,314
Texas	7,162		7,162	2,865	10,027
Utah	907		907	219	1,126
Vermont	298		298	6	304
Virginia	2,540		2,540	267	2,807
Washington	2,709		2,709	623	3,332
West Virginia	939		939	65	1,004
Wisconsin	2,084		2,084	293	2,377
Wyoming	572		572	4	576
TOTAL 48 CONTER-MINOUS STATES	**92,997**		**92,997**	**19,375**	**112,372**
Alaska	477		477	118	595
Hawaii	189		189	27	216
TOTAL ALASKA & HAWAII	**666**		**666**	**145**	**811**
U.S. Unclassified					
TOTAL UNITED STATES	**93,663**		**93,663**	**19,520**	**113,183**
Poss. & Other Areas	94		94	8	102
U.S. & POSS., etc.	**93,757**		**93,757**	**19,528**	**113,285**
Canada	73		73		73
International	288		288	589	877
Other Unclassified					
Military or Civilian Personnel Overseas	45		45		45
GRAND TOTAL	**94,163**		**94,163**	**20,117**	**114,280**

ANALYSIS BY ABCD COUNTY SIZE for the May 2011 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, 2011

A. DURATION		%
(a) One to six months (1 to 6 issues)	None	0.1
(b) Seven to eleven months (7 to 11 issues)	46	0.1
(c) Twelve months (12 issues)	32,571	78.1
(d) Thirteen to twenty-four months	7,105	17.0
(e) Twenty-five months and more	1,972	4.7
Total Subscriptions Sold in Period	41,694	100.0

B. USE OF PREMIUMS		
(a) Ordered without premium	35,974	86.3
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	5,720	13.7
Total Subscriptions Sold in Period	41,694	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	41,694	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	41,694	100.0

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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: 2,756 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,217 or 2.6% of average paid subscription circulation.

(d) 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, 2009; 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)
12-31-09	None Claimed	89,605	96,875	-7,270	-7.5
12-31-08	None Claimed	103,138	105,131	-1,993	-1.9
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

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

NOTE BY AUDIT BUREAU OF CIRCULATIONS

In accordance with Chapter B2.8(d) of the Bureau Rules, in effect at the release of the audit, the following is repeated from the Audit Report for the 12 months ended December 31, 2009:

"The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 7,270 copies per issue deduction."

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
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THOMAS HOLLANDER — Vice President
ROY HUNTINGTON — Publisher
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	Analyzed Issue Date	05/01/11
04-0394-5	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	