

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

Annual Frequency: 12 times/year

Field Served: Readers with strong Second Amendment principles who look for unbiased editorial coverage of the issues, information on shooting and hunting sports and advertisers messages supporting all of the above.

Published by: National Rifle Association of America

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
562,844		562,844	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	512,267	65,081	577,348				577,348				512,267	65,081	577,348
Feb	510,176	64,805	574,981				574,981				510,176	64,805	574,981
Mar	506,747	64,494	571,241				571,241				506,747	64,494	571,241
Apr	502,368	63,957	566,325				566,325				502,368	63,957	566,325
May	487,144	60,550	547,694				547,694				487,144	60,550	547,694
Jun	480,182	59,293	539,475				539,475				480,182	59,293	539,475
Average	499,814	63,030	562,844				562,844				499,814	63,030	562,844

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	5		5	0.0
Membership	499,724	63,014	562,738	100.0
Sponsored Subscriptions	85	16	101	0.0
Total Paid Subscriptions	499,814	63,030	562,844	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	499,814	63,030	562,844	100.0
Single Copy Sales				
Total Paid & Verified Circulation	499,814	63,030	562,844	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	None Claimed	556,703	556,703		
6/30/2021	None Claimed	589,797	589,797		
6/30/2020	None Claimed	601,956	601,956		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$9.95	
Average Subscription Price Annualized (2)		\$3.72
Average Subscription Price per Copy		\$0.31

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(2) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,785

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 173,202 Print and 27,189 Digital. Subscribers paid between \$300.00 and \$1000.00 for lifetime subscription.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: National Rifle Association of America
America's 1st Freedom, published by National Rifle Association of America * 11250 Waples Mill Road * Fairfax, VA 22030

RACHEL CARR
Publications Operations Manager
P: 703.267.1312 * URL: www.nrapublications.org
Established: 1997

MIKE SANFORD
Managing Director, Publishing Operations
AAM Member since: 1999

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 12 times/year

Field Served: Readers looking for in-depth tips and tactics from the most popular outdoor writers. Outdoor enthusiasts expecting to read editorials and advertisements on rifles, shotguns, handguns, ammunition, reloading, optics, shooting and hunting related accessories as well as products used in normal day to day life.

Published by National Rifle Association of America

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
780,583		780,583	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	756,386	37,809	794,195				794,195				756,386	37,809	794,195
Feb	754,460	37,807	792,267				792,267				754,460	37,807	792,267
Mar	750,829	37,859	788,688				788,688				750,829	37,859	788,688
Apr	744,769	37,729	782,498				782,498				744,769	37,729	782,498
May	730,573	36,722	767,295				767,295				730,573	36,722	767,295
Jun	722,243	36,312	758,555				758,555				722,243	36,312	758,555
Average	743,210	37,373	780,583				780,583				743,210	37,373	780,583

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	42		42	0.0
Membership	743,063	37,369	780,432	100.0
Sponsored Subscriptions	105	4	109	0.0
Total Paid Subscriptions	743,210	37,373	780,583	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	743,210	37,373	780,583	100.0
Single Copy Sales				
Total Paid & Verified Circulation	743,210	37,373	780,583	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	None Claimed	802,328	802,328		
6/30/2021	None Claimed	849,588	849,588		
6/30/2020	None Claimed	882,842	882,842		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$9.95	
Average Subscription Price Annualized (2)		\$3.72
Average Subscription Price per Copy		\$0.31

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(2) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 9,541

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 284,966 Print and 15,877 Digital. Subscribers paid between \$300.00 and \$1000.00 for lifetime subscriptions.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: National Rifle Association of America
American Hunter, published by National Rifle Association of America * 11250 Waples Road * Fairfax, VA 22030

RACHEL CARR
Publications Operations Manager

P: 703.267.1312 * URL: www.americanhunter.org
Established: 1973

MIKE SANFORD
Managing Director, Publishing Operations

AAM Member since: 1981

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 12 times/year

Field Served: Shooting and firearms enthusiasts expecting editorial coverage and advertising messages on rifles, shotguns, handguns, ammunition, reloading, optics, shooting and hunting related accessories as well as products used in normal day to day life.

Published by: National Rifle Association of America

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,504,881		1,504,881	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	1,424,968	105,591	1,530,559				1,530,559				1,424,968	105,591	1,530,559
Feb	1,419,651	105,347	1,524,998				1,524,998				1,419,651	105,347	1,524,998
Mar	1,412,071	105,055	1,517,126				1,517,126				1,412,071	105,055	1,517,126
Apr	1,401,473	104,507	1,505,980				1,505,980				1,401,473	104,507	1,505,980
May	1,380,135	102,210	1,482,345				1,482,345				1,380,135	102,210	1,482,345
Jun	1,367,180	101,098	1,468,278				1,468,278				1,367,180	101,098	1,468,278
Average	1,400,913	103,968	1,504,881				1,504,881				1,400,913	103,968	1,504,881

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	340		340	0.0
Membership	1,400,267	103,949	1,504,216	100.0
Sponsored Subscriptions	306	19	325	0.0
Total Paid Subscriptions	1,400,913	103,968	1,504,881	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	1,400,913	103,968	1,504,881	100.0
Single Copy Sales				
Total Paid & Verified Circulation	1,400,913	103,968	1,504,881	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$9.95	
Average Subscription Price Annualized (2)		\$3.72
Average Subscription Price per Copy		\$0.31

(1) Represents subscriptions for the 6 month period ended June 30, 2023

(2) Based on the following issue per year frequency: 12

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	None Claimed	1,526,356	1,526,356		
6/30/2021	None Claimed	1,645,547	1,645,547		
6/30/2020	None Claimed	1,736,187	1,736,187		

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ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 12,011

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 633,671 Print and 56,809 Digital. Subscribers paid between \$300.00 and \$1000.00 for lifetime subscriptions.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: National Rifle Association of America
American Rifleman, published by National Rifle Association of America * 11250 Waples Mill Road * Fairfax, VA 22030

RACHEL CARR
Publications Operations Manager

P: 703.267.1312 * URL: www.americanrifeman.org
Established: 1923

MIKE SANFORD
Managing Director, Publishing Operations

AAM Member since: 1981

Shooting Illustrated

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 12 times/year

Field Served: Self defense firearm enthusiasts expecting editorial coverage and advertising messages on handguns, semi-automatic rifles, home defense shotguns, concealed carry, defensive ammunition, advanced tactical optics and firearms training, as well as products used in every day life.

Published by National Rifle Association of America

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
607,512		607,512	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	556,322	66,283	622,605				622,605				556,322	66,283	622,605
Feb	555,254	66,243	621,497				621,497				555,254	66,243	621,497
Mar	552,590	66,006	618,596				618,596				552,590	66,006	618,596
Apr	547,934	65,499	613,433				613,433				547,934	65,499	613,433
May	527,870	62,162	590,032				590,032				527,870	62,162	590,032
Jun	518,228	60,681	578,909				578,909				518,228	60,681	578,909
Average	543,033	64,479	607,512				607,512				543,033	64,479	607,512

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	4		4	0.0
Membership	542,813	64,453	607,266	100.0
Sponsored Subscriptions	216	26	242	0.0
Total Paid Subscriptions	543,033	64,479	607,512	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	543,033	64,479	607,512	100.0
Single Copy Sales				
Total Paid & Verified Circulation	543,033	64,479	607,512	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$9.95	
Average Subscription Price Annualized (2)		\$3.72
Average Subscription Price per Copy		\$0.31

(1) Represents subscriptions for the 6 month period ended June 30, 2023

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VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	None Claimed	605,409	605,409		
6/30/2021	None Claimed	617,540	617,540		
6/30/2020	None Claimed	573,849	580,111	-6,262	-1.1

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ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 6,225

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 8,952

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 68,952 and 11,900 Digital. Subscribers paid between \$300.00 and \$1000.00 for lifetime subscriptions.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: National Rifle Association of America
Shooting Illustrated, published by National Rifle Association of America * 11250 Waples Mill Road * Fairfax, VA 22030

RACHEL CARR
Publications Operations Manager
P: 703.267.1324 * URL: www.shootingillustrated.com
Established: 2002

MIKE SANFORD
Managing Director, Publishing Operations
AAM Member since: 2018