



# America's 1st Freedom

## Publisher's Statement

6 months ended June 30, 2024, 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
501,519		501,519	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	455,776	56,529	512,305				512,305				455,776	56,529	512,305
Feb	453,288	56,338	509,626				509,626				453,288	56,338	509,626
Mar	448,745	55,934	504,679				504,679				448,745	55,934	504,679
Apr	444,485	55,430	499,915				499,915				444,485	55,430	499,915
May	438,576	54,777	493,353				493,353				438,576	54,777	493,353
Jun	434,800	54,436	489,236				489,236				434,800	54,436	489,236
<b>Average</b>	<b>445,945</b>	<b>55,574</b>	<b>501,519</b>				<b>501,519</b>				<b>445,945</b>	<b>55,574</b>	<b>501,519</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	3		3	0.0
Membership	445,886	55,566	501,452	100.0
Sponsored Subscriptions	56	8	64	0.0
<b>Total Paid Subscriptions</b>	<b>445,945</b>	<b>55,574</b>	<b>501,519</b>	<b>100.0</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>445,945</b>	<b>55,574</b>	<b>501,519</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
<b>Total Paid &amp; Verified Circulation</b>	<b>445,945</b>	<b>55,574</b>	<b>501,519</b>	<b>100.0</b>

### 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		

Visit auditedmedia.com Media Intelligence Center for audit reports

### 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, 2024

(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: 5,129

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership (Association Non-deductible) is the following average number of copies served to lifetime subscribers: 17,507 Print and 27,374 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  
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: <a href="http://www.nrapublications.org">www.nrapublications.org</a> Established: 1997	MIKE SANFORD Managing Director, Publishing Operations AAM Member since: 1999
--	--

## Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://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
716,860		716,860	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	693,889	35,193	729,082				729,082				693,889	35,193	729,082
Feb	691,358	35,134	726,492				726,492				691,358	35,134	726,492
Mar	685,815	34,953	720,768				720,768				685,815	34,953	720,768
Apr	679,541	34,694	714,235				714,235				679,541	34,694	714,235
May	673,191	34,420	707,611				707,611				673,191	34,420	707,611
Jun	668,716	34,256	702,972				702,972				668,716	34,256	702,972
<b>Average</b>	<b>682,085</b>	<b>34,775</b>	<b>716,860</b>				<b>716,860</b>				<b>682,085</b>	<b>34,775</b>	<b>716,860</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	49		49	0.0
Membership	681,959	34,771	716,730	100.0
Sponsored Subscriptions	77	4	81	0.0
<b>Total Paid Subscriptions</b>	<b>682,085</b>	<b>34,775</b>	<b>716,860</b>	<b>100.0</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>682,085</b>	<b>34,775</b>	<b>716,860</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
<b>Total Paid &amp; Verified Circulation</b>	<b>682,085</b>	<b>34,775</b>	<b>716,860</b>	<b>100.0</b>

### 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, 2024

(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	802,328	802,328		
6/30/2021	None Claimed	849,588	849,588		
6/30/2020	None Claimed	882,842	882,842		

Visit [auditedmedia.com](https://auditedmedia.com) Media Intelligence Center for audit reports

### 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: 6,980

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 282,532 Print and 16,086 Digital. Subscribers paid between \$300.00 and \$1,000.00 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: <a href="http://www.americanhunter.org">www.americanhunter.org</a> Established: 1973	MIKE SANFORD Managing Director, Publishing Operations  AAM Member since: 1981
--	--

## Publisher's Statement

6 months ended June 30, 2024, 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
1,389,907		1,389,907	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	1,314,788	98,105	1,412,893				1,412,893				1,314,788	98,105	1,412,893
Feb	1,309,406	97,827	1,407,233				1,407,233				1,309,406	97,827	1,407,233
Mar	1,298,990	97,382	1,396,372				1,396,372				1,298,990	97,382	1,396,372
Apr	1,288,704	96,780	1,385,484				1,385,484				1,288,704	96,780	1,385,484
May	1,277,314	95,968	1,373,282				1,373,282				1,277,314	95,968	1,373,282
Jun	1,268,642	95,536	1,364,178				1,364,178				1,268,642	95,536	1,364,178
<b>Average</b>	<b>1,292,974</b>	<b>96,933</b>	<b>1,389,907</b>				<b>1,389,907</b>				<b>1,292,974</b>	<b>96,933</b>	<b>1,389,907</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	321		321	0.0
Membership	1,292,432	96,922	1,389,354	100.0
Sponsored Subscriptions	221	11	232	0.0
<b>Total Paid Subscriptions</b>	<b>1,292,974</b>	<b>96,933</b>	<b>1,389,907</b>	<b>100.0</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,292,974</b>	<b>96,933</b>	<b>1,389,907</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
<b>Total Paid &amp; Verified Circulation</b>	<b>1,292,974</b>	<b>96,933</b>	<b>1,389,907</b>	<b>100.0</b>

### 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, 2024

(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		

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

### 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: 8,964

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership (Association Nondeductible) is the following average number of copies served to lifetime subscribers: 624,913 Print and 57,229 Digital. Subscribers paid between \$300.00 and \$1,000.00 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.americanrifleman.org](http://www.americanrifleman.org)

Established: 1923

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 1981

# Shooting Illustrated

## Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://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
533,366		533,366	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	487,481	57,512	544,993				544,993				487,481	57,512	544,993
Feb	486,194	57,369	543,563				543,563				486,194	57,369	543,563
Mar	480,740	56,935	537,675				537,675				480,740	56,935	537,675
Apr	475,126	56,325	531,451				531,451				475,126	56,325	531,451
May	467,836	55,627	523,463				523,463				467,836	55,627	523,463
Jun	463,795	55,256	519,051				519,051				463,795	55,256	519,051
<b>Average</b>	<b>476,862</b>	<b>56,504</b>	<b>533,366</b>				<b>533,366</b>				<b>476,862</b>	<b>56,504</b>	<b>533,366</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	2		2	0.0
Membership	476,718	56,489	533,207	100.0
Sponsored Subscriptions	142	15	157	0.0
<b>Total Paid Subscriptions</b>	<b>476,862</b>	<b>56,504</b>	<b>533,366</b>	<b>100.0</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>476,862</b>	<b>56,504</b>	<b>533,366</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
<b>Total Paid &amp; Verified Circulation</b>	<b>476,862</b>	<b>56,504</b>	<b>533,366</b>	<b>100.0</b>

### 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, 2024

(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	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

Visit [auditedmedia.com](https://auditedmedia.com) Media Intelligence Center for audit reports

### 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: 6,004

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership (Association Nondeductible) is the following average number of copies served to lifetime subscribers: 70,508 Print and 12,376 Digital. Subscribers paid between \$300.00 and \$1,000.00 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](http://www.shootingillustrated.com)

Established: 2002

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 2018