



America's 1st Freedom

Publisher's Statement

6 months ended December 31, 2024, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.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
479,051		479,051	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			
Jul	432,195	54,314	486,509				486,509				432,195	54,314	486,509
Aug	427,253	53,930	481,183				481,183				427,253	53,930	481,183
Sep	427,775	53,827	481,602				481,602				427,775	53,827	481,602
Oct	424,899	53,546	478,445				478,445				424,899	53,546	478,445
Nov	421,487	53,145	474,632				474,632				421,487	53,145	474,632
Dec	418,989	52,946	471,935				471,935				418,989	52,946	471,935
Average	425,433	53,618	479,051				479,051				425,433	53,618	479,051

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	3		3	0.0
Membership	425,389	53,613	479,002	100.0
Sponsored Subscriptions	41	5	46	0.0
Total Paid Subscriptions	425,433	53,618	479,051	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	425,433	53,618	479,051	100.0
Single Copy Sales				
Total Paid & Verified Circulation	425,433	53,618	479,051	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 December 31, 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	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

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: 3,515

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 170,841 Print and 27,499 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
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
--	--

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

Publisher's Statement

6 months ended December 31, 2024, Subject to Audit

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
692,835		692,835	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			
Jul	666,118	34,189	700,307				700,307				666,118	34,189	700,307
Aug	659,946	34,025	693,971				693,971				659,946	34,025	693,971
Sep	661,546	34,008	695,554				695,554				661,546	34,008	695,554
Oct	658,615	33,903	692,518				692,518				658,615	33,903	692,518
Nov	655,095	33,846	688,941				688,941				655,095	33,846	688,941
Dec	651,966	33,753	685,719				685,719				651,966	33,753	685,719
Average	658,881	33,954	692,835				692,835				658,881	33,954	692,835

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	44		44	0.0
Membership	658,787	33,952	692,739	100.0
Sponsored Subscriptions	50	2	52	0.0
Total Paid Subscriptions	658,881	33,954	692,835	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	658,881	33,954	692,835	100.0
Single Copy Sales				
Total Paid & Verified Circulation	658,881	33,954	692,835	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 December 31, 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 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: 4,785

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 281,547 Print and 16,191 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: www.americanhunter.org Established: 1973	MIKE SANFORD Managing Director, Publishing Operations AAM Member since: 1981
--	--

Publisher's Statement

6 months ended December 31, 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
1,342,702		1,342,702	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			
Jul	1,262,922	95,373	1,358,295				1,358,295				1,262,922	95,373	1,358,295
Aug	1,250,204	94,788	1,344,992				1,344,992				1,250,204	94,788	1,344,992
Sep	1,252,721	94,779	1,347,500				1,347,500				1,252,721	94,779	1,347,500
Oct	1,247,145	94,495	1,341,640				1,341,640				1,247,145	94,495	1,341,640
Nov	1,240,682	94,212	1,334,894				1,334,894				1,240,682	94,212	1,334,894
Dec	1,234,866	94,025	1,328,891				1,328,891				1,234,866	94,025	1,328,891
Average	1,248,090	94,612	1,342,702				1,342,702				1,248,090	94,612	1,342,702

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	302		302	0.0
Membership	1,247,620	94,604	1,342,224	100.0
Sponsored Subscriptions	168	8	176	0.0
Total Paid Subscriptions	1,248,090	94,612	1,342,702	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	1,248,090	94,612	1,342,702	100.0
Single Copy Sales				
Total Paid & Verified Circulation	1,248,090	94,612	1,342,702	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 December 31, 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: 6,582

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 621,273 Print and 57,378 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	MIKE SANFORD
Publications Operations Manager	Managing Director, Publishing Operations
P: 703.267.1312 * URL: www.americanriflesman.org	
Established: 1923	AAM Member since: 1981

Publisher's Statement

6 months ended December 31, 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
509,627		509,627	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			
Jul	461,830	55,146	516,976				516,976				461,830	55,146	516,976
Aug	456,687	54,660	511,347				511,347				456,687	54,660	511,347
Sep	457,781	54,635	512,416				512,416				457,781	54,635	512,416
Oct	454,599	54,263	508,862				508,862				454,599	54,263	508,862
Nov	451,359	54,017	505,376				505,376				451,359	54,017	505,376
Dec	448,890	53,895	502,785				502,785				448,890	53,895	502,785
Average	455,191	54,436	509,627				509,627				455,191	54,436	509,627

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	3		3	0.0
Membership	455,096	54,429	509,525	100.0
Sponsored Subscriptions	92	7	99	0.0
Total Paid Subscriptions	455,191	54,436	509,627	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	455,191	54,436	509,627	100.0
Single Copy Sales				
Total Paid & Verified Circulation	455,191	54,436	509,627	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 December 31, 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 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: 3,843

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 71,258 Print and 12,629 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	MIKE SANFORD
Publications Operations Manager	Managing Director, Publishing Operations
P: 703.267.1324 * URL: www.shootingillustrated.com	
Established: 2002	AAM Member since: 2018