



# AMERICA'S 1ST FREEDOM

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

## Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
698,568		698,568	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	685,101		685,101		685,101
Aug	692,516		692,516		692,516
Sep	700,032		700,032		700,032
Oct	707,259		707,259		707,259
Nov	705,127		705,127		705,127
Dec	701,373		701,373		701,373
<b>Average</b>	<b>698,568</b>		<b>698,568</b>		<b>698,568</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	7,652	1.1
Association: Nondeductible	690,916	98.9
<b>Total Paid Subscriptions</b>	<b>698,568</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>698,568</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>698,568</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
6/30/2016	None Claimed	626,534	626,534		
6/30/2015	None Claimed	600,935	600,935		
6/30/2014	None Claimed	679,099	679,099		

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (3)	\$9.95	\$3.75	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2016

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

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

### RATE BASE

None Claimed.

NOTES

**Association: Nondeductible:** Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 12,054

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

EVELYN KESSLER

Fiscal Operations Manager

P: 703.267.1312 • URL: [www.nrapublications.org](http://www.nrapublications.org)

Established: 1997

DOUG HAMLIN

Executive Director

AAM Member since: 1999



# AMERICAN HUNTER

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, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
963,887		963,887	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	957,644		957,644		957,644
Aug	962,392		962,392		962,392
Sep	963,024		963,024		963,024
Oct	968,375		968,375		968,375
Nov	967,468		967,468		967,468
Dec	964,419		964,419		964,419
<b>Average</b>	<b>963,887</b>		<b>963,887</b>		<b>963,887</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	6,115	0.6
Association: Non-deductible	957,772	99.4
<b>Total Paid Subscriptions</b>	<b>963,887</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>963,887</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>963,887</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
6/30/2016	None Claimed	935,555	935,555		
6/30/2015	None Claimed	938,137	938,137		
6/30/2014	None Claimed	1,013,568	1,013,568		

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (3)	\$9.95	\$3.75	
Average Subscription Price per Copy		\$0.31	

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### RATE BASE

None Claimed.

NOTES

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

**Association: Nondeductible:** Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 12,160

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Established: 1973

DOUG HAMLIN

Executive Director

AAM Member since: 1981



# AMERICAN RIFLEMAN

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

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6 months ended December 31, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,152,238		2,152,238	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	2,152,252		2,152,252		2,152,252
Aug	2,154,278		2,154,278		2,154,278
Sep	2,150,247		2,150,247		2,150,247
Oct	2,157,266		2,157,266		2,157,266
Nov	2,153,918		2,153,918		2,153,918
Dec	2,145,467		2,145,467		2,145,467
Average	2,152,238		2,152,238		2,152,238

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	8,086	0.4
Association: Nondeductible	2,144,152	99.6
<b>Total Paid Subscriptions</b>	<b>2,152,238</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,152,238</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>2,152,238</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
6/30/2016	None Claimed	2,093,104	2,093,104		
6/30/2015	None Claimed	2,086,015	2,086,015		
6/30/2014	None Claimed	2,201,042	2,201,042		

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Established: 1923

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