



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 June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
651,966		651,966	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	693,791		693,791		693,791
Feb	673,783		673,783		673,783
Mar	653,840		653,840		653,840
Apr	639,493		639,493		639,493
May	629,479		629,479		629,479
Jun	621,410		621,410		621,410
Average	651,966		651,966		651,966

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	5,548	0.9
Association: Nondeductible	646,418	99.1
Total Paid Subscriptions	651,966	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	651,966	100.0
Single Copy Sales		
Total Paid & Verified Circulation	651,966	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	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	\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

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

ADDITIONAL DATA IN 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

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: 12,624

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

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 June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
931,314		931,314	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	957,964		957,964		957,964
Feb	947,675		947,675		947,675
Mar	935,201		935,201		935,201
Apr	922,570		922,570		922,570
May	916,652		916,652		916,652
Jun	907,822		907,822		907,822
Average	931,314		931,314		931,314

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	4,550	0.5
Association: Non-deductible	926,764	99.5
Total Paid Subscriptions	931,314	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	931,314	100.0
Single Copy Sales		
Total Paid & Verified Circulation	931,314	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	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	\$3.72	
Average Subscription Price per Copy		\$0.31	

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RATE BASE

None Claimed.

NOTES

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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: 14,049

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Parent Company: National Rifle Association of America

AMERICAN HUNTER, published by National Rifle Association of America • 11250 Waples Road • Fairfax, VA 22030

EVELYN KESSLER

Fiscal Operations Manager

P: 703.267.1312 • URL: www.americanhunter.org

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.

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6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
2,056,368		2,056,368	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	2,129,759		2,129,759		2,129,759
Feb	2,101,374		2,101,374		2,101,374
Mar	2,069,932		2,069,932		2,069,932
Apr	2,036,612		2,036,612		2,036,612
May	2,013,255		2,013,255		2,013,255
Jun	1,987,276		1,987,276		1,987,276
Average	2,056,368		2,056,368		2,056,368

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	6,973	0.3
Association: Nondeductible	2,049,395	99.7
Total Paid Subscriptions	2,056,368	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	2,056,368	100.0
Single Copy Sales		
Total Paid & Verified Circulation	2,056,368	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	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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PRICES

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