



# 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, 2017, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base    | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 601,343                             |                   | 601,343           | None Claimed |                       |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Print              |                        |                                     |                   | Total Paid & Verified Circulation |
|----------------|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|
|                | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales |                                   |
| Jul            | 620,598            |                        | 620,598                             |                   | 620,598                           |
| Aug            | 610,612            |                        | 610,612                             |                   | 610,612                           |
| Sep            | 601,935            |                        | 601,935                             |                   | 601,935                           |
| Oct            | 594,817            |                        | 594,817                             |                   | 594,817                           |
| Nov            | 590,243            |                        | 590,243                             |                   | 590,243                           |
| Dec            | 589,855            |                        | 589,855                             |                   | 589,855                           |
| <b>Average</b> | <b>601,343</b>     |                        | <b>601,343</b>                      |                   | <b>601,343</b>                    |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print          | % of Circulation |
|--|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |                  |
| Individual Subscriptions                       | 3,518          | 0.6              |
| Association: Noneductible                      | 597,825        | 99.4             |
| <b>Total Paid Subscriptions</b>                | <b>601,343</b> | <b>100.0</b>     |
| <b>Verified Subscriptions</b>                  |                |                  |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>601,343</b> | <b>100.0</b>     |
| <b>Single Copy Sales</b>                       |                |                  |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>601,343</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 |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 6/30/2017          | None Claimed | 675,267      | 675,267                |            |                          |
| 6/30/2016          | None Claimed | 626,534      | 626,534                |            |                          |
| 6/30/2015          | None Claimed | 600,935      | 600,935                |            |                          |

### 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 June 30, 2017

(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

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## 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: 9,875

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, 2017, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base    | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 891,743                             |                   | 891,743           | None Claimed |                       |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Print              |                        |                                     |                                   |
|----------------|--------------------|------------------------|-------------------------------------|-----------------------------------|
|                | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Total Paid & Verified Circulation |
| Jul            | 907,579            |                        | 907,579                             | 907,579                           |
| Aug            | 898,660            |                        | 898,660                             | 898,660                           |
| Sep            | 892,513            |                        | 892,513                             | 892,513                           |
| Oct            | 886,465            |                        | 886,465                             | 886,465                           |
| Nov            | 882,230            |                        | 882,230                             | 882,230                           |
| Dec            | 883,011            |                        | 883,011                             | 883,011                           |
| <b>Average</b> | <b>891,743</b>     |                        | <b>891,743</b>                      | <b>891,743</b>                    |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print          | % of Circulation |
|--|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |                  |
| Individual Subscriptions                       | 3,264          | 0.4              |
| Association: Nondeductible                     | 888,479        | 99.6             |
| <b>Total Paid Subscriptions</b>                | <b>891,743</b> | <b>100.0</b>     |
| <b>Verified Subscriptions</b>                  |                |                  |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>891,743</b> | <b>100.0</b>     |
| <b>Single Copy Sales</b>                       |                |                  |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>891,743</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 |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 6/30/2017          | None Claimed | 947,601      | 947,601                |            |                          |
| 6/30/2016          | None Claimed | 935,555      | 935,555                |            |                          |
| 6/30/2015          | None Claimed | 938,137      | 938,137                |            |                          |

### 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 June 30, 2017

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

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### RATE BASE

None Claimed

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## 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: 11,110

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EVELYN KESSLER

Fiscal Operations Manager

P: 703.267.1312 \* URL: [www.americanhunter.org](http://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.

Published by National Rifle Association of America

## Publisher's Statement

6 months ended December 31, 2017, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base    | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 1,941,139                           |                   | 1,941,139         | None Claimed |                       |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Print              |                        |                                     |                                   |
|----------------|--------------------|------------------------|-------------------------------------|-----------------------------------|
|                | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Total Paid & Verified Circulation |
| Jul            | 1,981,406          |                        | 1,981,406                           | 1,981,406                         |
| Aug            | 1,960,949          |                        | 1,960,949                           | 1,960,949                         |
| Sep            | 1,945,580          |                        | 1,945,580                           | 1,945,580                         |
| Oct            | 1,930,246          |                        | 1,930,246                           | 1,930,246                         |
| Nov            | 1,917,119          |                        | 1,917,119                           | 1,917,119                         |
| Dec            | 1,911,536          |                        | 1,911,536                           | 1,911,536                         |
| <b>Average</b> | <b>1,941,139</b>   |                        | <b>1,941,139</b>                    | <b>1,941,139</b>                  |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print            | % of Circulation |
|--|------------------|------------------|
| <b>Paid Subscriptions</b>                      |                  |                  |
| Individual Subscriptions                       | 5,572            | 0.3              |
| Association: Nondeductible                     | 1,935,567        | 99.7             |
| <b>Total Paid Subscriptions</b>                | <b>1,941,139</b> | <b>100.0</b>     |
| <b>Verified Subscriptions</b>                  |                  |                  |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>1,941,139</b> | <b>100.0</b>     |
| <b>Single Copy Sales</b>                       |                  |                  |
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|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 6/30/2017          | None Claimed | 2,104,303    | 2,104,303              |            |                          |
| 6/30/2016          | None Claimed | 2,093,104    | 2,093,104              |            |                          |
| 6/30/2015          | None Claimed | 2,086,015    | 2,086,015              |            |                          |

### PRICES

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