



# 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, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
598,688		598,688	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
Jan	590,565		590,565	590,565
Feb	580,494		580,494	580,494
Mar	573,513		573,513	573,513
Apr	568,517		568,517	568,517
May	628,375		628,375	628,375
Jun	650,664		650,664	650,664
<b>Average</b>	<b>598,688</b>		<b>598,688</b>	<b>598,688</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	2,775	0.5
Association: Non-deductible	590,988	98.7
Sponsored Subscriptions	4,925	0.8
<b>Total Paid Subscriptions</b>	<b>598,688</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>598,688</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>598,688</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		

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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, 2017
- (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

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

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,658

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  
Sales & Fiscal Assistant

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

Established: 1997

Evelyn Kessler  
Deputy 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, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
890,248		890,248	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
Jan	882,383		882,383	882,383
Feb	876,713		876,713	876,713
Mar	871,451		871,451	871,451
Apr	866,377		866,377	866,377
May	910,216		910,216	910,216
Jun	934,350		934,350	934,350
<b>Average</b>	<b>890,248</b>		<b>890,248</b>	<b>890,248</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	2,865	0.3
Association: Non-deductible	882,747	99.2
Sponsored Subscriptions	4,636	0.5
<b>Total Paid Subscriptions</b>	<b>890,248</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>890,248</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>890,248</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		

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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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**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 10,974

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

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

Established: 1973

Evelyn Kessler  
Deputy 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 June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,891,046		1,891,046	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
Jan	1,918,975		1,918,975	1,918,975
Feb	1,884,256		1,884,256	1,884,256
Mar	1,864,400		1,864,400	1,864,400
Apr	1,848,038		1,848,038	1,848,038
May	1,902,863		1,902,863	1,902,863
Jun	1,927,744		1,927,744	1,927,744
<b>Average</b>	<b>1,891,046</b>		<b>1,891,046</b>	<b>1,891,046</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	5,191	0.3
Association: Non-deductible	1,877,021	99.3
Sponsored Subscriptions	8,834	0.5
<b>Total Paid Subscriptions</b>	<b>1,891,046</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,891,046</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>1,891,046</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	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		

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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

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

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 24,254

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

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Established: 1923

Evelyn Kessler  
Deputy Executive Director

AAM Member since: 1981



# Shooting Illustrated

**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

## Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
429,145		429,145	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
Jan	354,230		354,230	354,230
Feb	380,170		380,170	380,170
Mar	387,998		387,998	387,998
Apr	399,933		399,933	399,933
May	499,099		499,099	499,099
Jun	553,440		553,440	553,440
<b>Average</b>	<b>429,145</b>		<b>429,145</b>	<b>429,145</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	6,205	1.4
Association: Noneductible	411,967	96.0
Sponsored Subscriptions	10,973	2.6
<b>Total Paid Subscriptions</b>	<b>429,145</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>429,145</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>429,145</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
9/30/2017	None Claimed	351,608			

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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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**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 7,515

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Established: 2002

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AAM Member since: 2018