



AMERICA'S 1ST FREEDOM

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

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
642,482		642,482	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	654,072		654,072		654,072
Feb	651,339		651,339		651,339
Mar	653,434		653,434		653,434
Apr	651,736		651,736		651,736
May	624,753		624,753		624,753
Jun	619,558		619,558		619,558
Average	642,482		642,482		642,482

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	15	0.0
Association: Non-deductible	638,499	99.4
Sponsored Subscriptions	3,968	0.6
Total Paid Subscriptions	642,482	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	642,482	100.0
Single Copy Sales		
Total Paid & Verified Circulation	642,482	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	600,016	600,016		
6/30/2017	None Claimed	675,267	675,267		
6/30/2016	None Claimed	626,534	626,534		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

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

ADDITIONAL DATA IN 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: 6,869

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 175,573 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 Coordinator
P: 703.267.1312 * URL: www.nrapublications.org
Established: 1997

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 1999

AMERICAN HUNTER

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
929,130		929,130	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	940,082		940,082		940,082
Feb	937,840		937,840		937,840
Mar	939,347		939,347		939,347
Apr	935,667		935,667		935,667
May	913,239		913,239		913,239
Jun	908,605		908,605		908,605
Average	929,130		929,130		929,130

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	60	0.0
Association: Non-deductible	924,031	99.5
Sponsored Subscriptions	5,039	0.5
Total Paid Subscriptions	929,130	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	929,130	100.0
Single Copy Sales		
Total Paid & Verified Circulation	929,130	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	890,996	890,996		
6/30/2017	None Claimed	947,601	947,601		
6/30/2016	None Claimed	935,555	935,555		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

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

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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: 8,006

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 288,212. 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 Coordinator
P: 703.267.1312 * URL: 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, 2019, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,852,917		1,852,917	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	1,887,486		1,887,486		1,887,486
Feb	1,876,267		1,876,267		1,876,267
Mar	1,870,194		1,870,194		1,870,194
Apr	1,859,066		1,859,066		1,859,066
May	1,819,164		1,819,164		1,819,164
Jun	1,805,325		1,805,325		1,805,325
Average	1,852,917		1,852,917		1,852,917

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	487	0.0
Association: Non-deductible	1,844,886	99.6
Sponsored Subscriptions	7,544	0.4
Total Paid Subscriptions	1,852,917	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	1,852,917	100.0
Single Copy Sales		
Total Paid & Verified Circulation	1,852,917	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	1,916,093	1,916,093		
6/30/2017	None Claimed	2,104,303	2,104,303		
6/30/2016	None Claimed	2,093,104	2,093,104		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

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

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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: 11,446

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions, Association Nondeductible, is the following average number of copies served to lifetime subscribers: 660,506. 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
Publications Operations Coordinator
P: 703.267.1312 * URL: www.americannifleman.org
Established: 1923

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 1981

Shooting Illustrated

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

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
607,707		607,707	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	609,397		609,397		609,397
Feb	610,676		610,676		610,676
Mar	621,522		621,522		621,522
Apr	624,560		624,560		624,560
May	592,586		592,586		592,586
Jun	587,501		587,501		587,501
Average	607,707		607,707		607,707

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	15	0.0
Association: Non-deductible	594,485	97.8
Sponsored Subscriptions	13,207	2.2
Total Paid Subscriptions	607,707	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	607,707	100.0
Single Copy Sales		
Total Paid & Verified Circulation	607,707	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	405,115	405,115		
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	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.72	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

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

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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: 2,954

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 53,802. 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

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P: 703.267.1324 * URL: www.shootingillustrated.com
Established: 2002

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 2018