



AMERICA'S 1ST FREEDOM

Publisher's Statement

6 months ended December 31, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

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
608,390		608,390	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	615,601		615,601		615,601
Aug	611,657		611,657		611,657
Sep	607,326		607,326		607,326
Oct	603,135		603,135		603,135
Nov	606,909		606,909		606,909
Dec	605,712		605,712		605,712
Average	608,390		608,390		608,390

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	17	0.0
Association: Non-deductible	606,743	99.7
Sponsored Subscriptions	1,630	0.3
Total Paid Subscriptions	608,390	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	608,390	100.0
Single Copy Sales		
Total Paid & Verified Circulation	608,390	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 June 30, 2019
- (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: 7,064

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 175,845 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 December 31, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

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
892,240		892,240	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	903,041		903,041		903,041
Aug	897,810		897,810		897,810
Sep	893,805		893,805		893,805
Oct	886,296		886,296		886,296
Nov	887,005		887,005		887,005
Dec	885,483		885,483		885,483
Average	892,240		892,240		892,240

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	62	0.0
Association: Non-deductible	890,220	99.8
Sponsored Subscriptions	1,958	0.2
Total Paid Subscriptions	892,240	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	892,240	100.0
Single Copy Sales		
Total Paid & Verified Circulation	892,240	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 June 30, 2019

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
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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: 8,358

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 288,814. 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 December 31, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,765,686		1,765,686	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	1,792,597		1,792,597		1,792,597
Aug	1,780,456		1,780,456		1,780,456
Sep	1,769,910		1,769,910		1,769,910
Oct	1,756,619		1,756,619		1,756,619
Nov	1,750,920		1,750,920		1,750,920
Dec	1,743,614		1,743,614		1,743,614
Average	1,765,686		1,765,686		1,765,686

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	523	0.0
Association: Non-deductible	1,761,834	99.8
Sponsored Subscriptions	3,329	0.2
Total Paid Subscriptions	1,765,686	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	1,765,686	100.0
Single Copy Sales		
Total Paid & Verified Circulation	1,765,686	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		

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 June 30, 2019

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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Trend Analysis

RATE BASE

None Claimed

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NOTES

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

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 12,312

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions, Association Nondeductible, is the following average number of copies served to lifetime subscribers: 659,293. 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 December 31, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

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
577,962		577,962	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jul	583,926		583,926		583,926
Aug	580,282		580,282		580,282
Sep	578,023		578,023		578,023
Oct	570,882		570,882		570,882
Nov	576,605		576,605		576,605
Dec	578,054		578,054		578,054
Average	577,962		577,962		577,962

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	19	0.0
Association: Non-deductible	573,243	99.2
Sponsored Subscriptions	4,700	0.8
Total Paid Subscriptions	577,962	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	577,962	100.0
Single Copy Sales		
Total Paid & Verified Circulation	577,962	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 June 30, 2019

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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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: 3,835

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NONDEDUCTIBLE is the following average number of copies served to lifetime subscribers: 57,104. 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

RACHEL CARR
Publications Operations Coordinator
P: 703.267.1324 * URL: www.shootingillustrated.com
Established: 2002

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 2018