



AMERICA'S 1ST FREEDOM

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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

Annual Frequency: 11 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
591,400		591,400	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	594,612		594,612		594,612
Feb	592,096		592,096		592,096
Mar	591,371		591,371		591,371
Apr	592,310		592,310		592,310
May	590,884		590,884		590,884
Jun/Jul	587,127		587,127		587,127
Average	591,400		591,400		591,400

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	15	0.0
Association: Non-deductible	590,854	99.9
Sponsored Subscriptions	531	0.1
Total Paid Subscriptions	591,400	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	591,400	100.0
Single Copy Sales		
Total Paid & Verified Circulation	591,400	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	None Claimed	601,956	601,956		
6/30/2019	None Claimed	649,438	649,438		
6/30/2018	None Claimed	600,016	600,016		

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.41	
Average Subscription Price per Copy		\$0.31	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2020
- (3) Based on the following issue per year frequency: 11

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

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

NOTES

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

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 3,647

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 175,147. 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 Administrator
P: 703.267.1312 * URL: www.nrpublications.org
Established: 1997

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 1999

Annual Frequency: 11 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, 2021, Subject to Audit

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EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
845,840		845,840	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	855,187		855,187		855,187
Feb	852,372		852,372		852,372
Mar	848,319		848,319		848,319
Apr	844,403		844,403		844,403
May	841,500		841,500		841,500
Jun/Jul	833,259		833,259		833,259
Average	845,840		845,840		845,840

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	58	0.0
Association: Non-deductible	845,257	99.9
Sponsored Subscriptions	525	0.1
Total Paid Subscriptions	845,840	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	845,840	100.0
Single Copy Sales		
Total Paid & Verified Circulation	845,840	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	None Claimed	882,842	882,842		
6/30/2019	None Claimed	935,401	935,401		
6/30/2018	None Claimed	890,996	890,996		

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.41	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(3) Based on the following issue per year frequency: 11

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: 4,370

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 287,575. 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 Administrator
P: 703.267.1312 * URL: www.americanhunter.org
Established: 1973

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 1981

Annual Frequency: 11 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, 2021, Subject to Audit

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,630,719		1,630,719	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	1,656,315		1,656,315		1,656,315
Feb	1,648,794		1,648,794		1,648,794
Mar	1,638,956		1,638,956		1,638,956
Apr	1,628,844		1,628,844		1,628,844
May	1,617,196		1,617,196		1,617,196
Jun/Jul	1,594,209		1,594,209		1,594,209
Average	1,630,719		1,630,719		1,630,719

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	423	0.0
Association: Non-deductible	1,629,234	99.9
Sponsored Subscriptions	1,062	0.1
Total Paid Subscriptions	1,630,719	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	1,630,719	100.0
Single Copy Sales		
Total Paid & Verified Circulation	1,630,719	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	None Claimed	1,736,187	1,736,187		
6/30/2019	None Claimed	1,881,226	1,881,226		
6/30/2018	None Claimed	1,916,093	1,916,093		

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$9.95		
Average Subscription Price Annualized (3)		\$3.41	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(3) Based on the following issue per year frequency: 11

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
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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: 5,962

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions, Association Nondeductible, is the following average number of copies served to lifetime subscribers: 649,658. 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 Administrator
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, 2021, Subject to Audit

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

Annual Frequency: 11 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
635,461		635,461	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	625,126		625,126		625,126
Feb	628,452		628,452		628,452
Mar	633,490		633,490		633,490
Apr	640,411		640,411		640,411
May	643,599		643,599		643,599
Jun/Jul	641,688		641,688		641,688
Average	635,461		635,461		635,461

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	16	0.0
Association: Non-deductible	634,067	99.8
Sponsored Subscriptions	1,378	0.2
Total Paid Subscriptions	635,461	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	635,461	100.0
Single Copy Sales		
Total Paid & Verified Circulation	635,461	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	None Claimed	573,849	580,111	-6,262	-1.1
6/30/2019	None Claimed	598,878	598,878		
6/30/2018	None Claimed	405,115	405,115		

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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)		\$3.41	
Average Subscription Price per Copy		\$0.31	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(3) Based on the following issue per year frequency: 11

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: 3,462

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 62,974. 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 Administrator
P: 703.267.1324 * URL: www.shootingillustrated.com
Established: 2002

EVELYN KESSLER
Deputy Executive Director
AAM Member since: 2018