

AMERICA'S 1ST FREEDOM

Publisher's Statement

6 months ended June 30, 2020, *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
595,522		595,522	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	603,493		603,493		603,493
Feb	602,350		602,350		602,350
Mar	600,624		600,624		600,624
Apr	599,086		599,086		599,086
May	589,351		589,351		589,351
Jun	578,228		578,228		578,228
Average	595,522		595,522		595,522

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	15	0.0
Association: Non-deductible	594,302	99.8
Sponsored Subscriptions	1,205	0.2
Total Paid Subscriptions	595,522	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	595,522	100.0
Single Copy Sales		
Total Paid & Verified Circulation	595,522	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		

Visit auditedmedia.com Media Intelligence Center for audit reports

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, 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: 6,308

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 174,788. 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

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, 2020, *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
873,444		873,444	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	883,140		883,140		883,140
Feb	881,902		881,902		881,902
Mar	878,564		878,564		878,564
Apr	876,022		876,022		876,022
May	867,334		867,334		867,334
Jun	853,702		853,702		853,702
Average	873,444		873,444		873,444

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	65	0.0
Association: Non-deductible	871,936	99.8
Sponsored Subscriptions	1,443	0.2
Total Paid Subscriptions	873,444	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	873,444	100.0
Single Copy Sales		
Total Paid & Verified Circulation	873,444	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		

Visit auditedmedia.com Media Intelligence Center for audit reports

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, 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: 7,746

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 287,452. 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, 2020, *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
1,706,688		1,706,688	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	1,735,010		1,735,010		1,735,010
Feb	1,728,382		1,728,382		1,728,382
Mar	1,717,698		1,717,698		1,717,698
Apr	1,707,874		1,707,874		1,707,874
May	1,688,392		1,688,392		1,688,392
Jun	1,662,772		1,662,772		1,662,772
Average	1,706,688		1,706,688		1,706,688

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	491	0.0
Association: Non-deductible	1,703,737	99.8
Sponsored Subscriptions	2,460	0.1
Total Paid Subscriptions	1,706,688	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	1,706,688	100.0
Single Copy Sales		
Total Paid & Verified Circulation	1,706,688	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		

Visit auditedmedia.com Media Intelligence Center for audit reports

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, 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: 11,037

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions, Association Nondeductible, is the following average number of copies served to lifetime subscribers: 653,896. 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, 2020, *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
582,260		582,260	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	578,696		578,696		578,696
Feb	582,300		582,300		582,300
Mar	584,288		584,288		584,288
Apr	588,148		588,148		588,148
May	582,962		582,962		582,962
Jun	577,166		577,166		577,166
Average	582,260		582,260		582,260

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	21	0.0
Association: Non-deductible	578,555	99.4
Sponsored Subscriptions	3,684	0.6
Total Paid Subscriptions	582,260	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	582,260	100.0
Single Copy Sales		
Total Paid & Verified Circulation	582,260	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			

Visit auditedmedia.com Media Intelligence Center for audit reports

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, 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: 2,762

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions: Association Nondeductible is the following average number of copies served to lifetime subscribers: 58,208. 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