

Publisher's Statement

6 months ended December 31, 2025, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://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
647,202		647,202	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jul	623,309	32,630	655,939				655,939				623,309	32,630	655,939
Aug	619,595	32,505	652,100				652,100				619,595	32,505	652,100
Sep	617,096	32,421	649,517				649,517				617,096	32,421	649,517
Oct	612,909	32,187	645,096				645,096				612,909	32,187	645,096
Nov	609,654	32,097	641,751				641,751				609,654	32,097	641,751
Dec	606,879	31,930	638,809				638,809				606,879	31,930	638,809
Average	614,907	32,295	647,202				647,202				614,907	32,295	647,202

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	42		42	0.0
Membership	614,833	32,294	647,127	100.0
Sponsored Subscriptions	32	1	33	0.0
Total Paid Subscriptions	614,907	32,295	647,202	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	614,907	32,295	647,202	100.0
Single Copy Sales				
Total Paid & Verified Circulation	614,907	32,295	647,202	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	None Claimed	760,615	760,615		
6/30/2022	None Claimed	802,328	802,328		
6/30/2021	None Claimed	849,588	849,588		

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PRICES

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

(1) Represents subscriptions for the 6 month period ended December 31, 2025

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
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: 5,659

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 278,314 Print and 16,358 Digital . 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 Manager P: 703.267.1312 * URL: www.americanhunter.org Established: 1973	MIKE SANFORD Managing Director, Publishing Operations AAM Member since: 1981
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Publisher's Statement

6 months ended December 31, 2025, Subject to Audit

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

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,255,548		1,255,548	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jul	1,181,438	91,178	1,272,616				1,272,616				1,181,438	91,178	1,272,616
Aug	1,174,406	90,730	1,265,136				1,265,136				1,174,406	90,730	1,265,136
Sep	1,169,186	90,398	1,259,584				1,259,584				1,169,186	90,398	1,259,584
Oct	1,161,799	89,797	1,251,596				1,251,596				1,161,799	89,797	1,251,596
Nov	1,155,503	89,506	1,245,009				1,245,009				1,155,503	89,506	1,245,009
Dec	1,150,122	89,225	1,239,347				1,239,347				1,150,122	89,225	1,239,347
Average	1,165,409	90,139	1,255,548				1,255,548				1,165,409	90,139	1,255,548

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	289		289	0.0
Membership	1,165,014	90,132	1,255,146	100.0
Sponsored Subscriptions	106	7	113	0.0
Total Paid Subscriptions	1,165,409	90,139	1,255,548	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	1,165,409	90,139	1,255,548	100.0
Single Copy Sales				
Total Paid & Verified Circulation	1,165,409	90,139	1,255,548	100.0

PRICES

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

(1) Represents subscriptions for the 6 month period ended December 31, 2025

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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	None Claimed	1,471,438	1,471,438		
6/30/2022	None Claimed	1,526,356	1,526,356		
6/30/2021	None Claimed	1,645,547	1,645,547		

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ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
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: 7,498

Miscellaneous: Lifetime Subscriptions: Included in Paid Subscriptions ASSOCIATION NON-DEDUCTIBLE is the following average number of copies served to lifetime subscribers: 609,807 Print and 57,686 Digital . 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 Manager P: 703.267.1312 * URL: www.americanriflesman.org Established: 1923	MIKE SANFORD Managing Director, Publishing Operations AAM Member since: 1981
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