

**Publisher's Statement**

**6 months ended June 30, 2022, Subject to Audit**

[Learn more about this media property at auditedmedia.com](https://www.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
544,512		544,512	None Claimed	

**TOTAL CIRCULATION BY ISSUE**

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	556,702		556,702		556,702
Feb	554,128		554,128		554,128
Mar	548,323		548,323		548,323
Apr	543,501		543,501		543,501
May	535,164		535,164		535,164
Jun	529,254		529,254		529,254
<b>Average</b>	<b>544,512</b>		<b>544,512</b>		<b>544,512</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	8	0.0
Membership	544,366	100.0
Sponsored Subscriptions	138	0.0
<b>Total Paid Subscriptions</b>	<b>544,512</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>544,512</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>544,512</b>	<b>100.0</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	589,797	589,797		
6/30/2020	None Claimed	601,956	601,956		
6/30/2019	None Claimed	649,438	649,438		

**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 June 30, 2022

(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

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%.

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 174,438. 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 Manager  
P: 703.267.1312 \* URL: [www.nrapublications.org](http://www.nrapublications.org)  
Established: 1997

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 1999

## Publisher's Statement

6 months ended June 30, 2022, 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
788,798		788,798	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	802,669		802,669		802,669
Feb	798,704		798,704		798,704
Mar	792,007		792,007		792,007
Apr	787,560		787,560		787,560
May	778,727		778,727		778,727
Jun	773,121		773,121		773,121
Average	788,798		788,798		788,798

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	49	0.0
Membership	788,576	100.0
Sponsored Subscriptions	173	0.0
<b>Total Paid Subscriptions</b>	<b>788,798</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>788,798</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>788,798</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	849,588	849,588		
6/30/2020	None Claimed	882,842	882,842		
6/30/2019	None Claimed	935,401	935,401		

### 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 June 30, 2022

(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

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## NOTES

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

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 286,596. 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](http://www.americanhunter.org)  
Established: 1973

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 1981

## Publisher's Statement

6 months ended June 30, 2022, 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
1,498,196		1,498,196	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	1,527,533		1,527,533		1,527,533
Feb	1,518,160		1,518,160		1,518,160
Mar	1,504,790		1,504,790		1,504,790
Apr	1,493,974		1,493,974		1,493,974
May	1,478,008		1,478,008		1,478,008
Jun	1,466,711		1,466,711		1,466,711
<b>Average</b>	<b>1,498,196</b>		<b>1,498,196</b>		<b>1,498,196</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	363	0.0
Membership	1,497,341	99.9
Sponsored Subscriptions	492	0.0
<b>Total Paid Subscriptions</b>	<b>1,498,196</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,498,196</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>1,498,196</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	1,645,547	1,645,547		
6/30/2020	None Claimed	1,736,187	1,736,187		
6/30/2019	None Claimed	1,881,226	1,881,226		

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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 June 30, 2022

(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%.

**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 642,000. 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.americanrifleman.org](http://www.americanrifleman.org)  
Established: 1923

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 1981

## Publisher's Statement

6 months ended June 30, 2022, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.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
590,930		590,930	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	603,807		603,807		603,807
Feb	601,490		601,490		601,490
Mar	595,691		595,691		595,691
Apr	591,634		591,634		591,634
May	580,122		580,122		580,122
Jun	572,836		572,836		572,836
<b>Average</b>	<b>590,930</b>		<b>590,930</b>		<b>590,930</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	5	0.0
Membership	590,570	99.9
Sponsored Subscriptions	355	0.1
<b>Total Paid Subscriptions</b>	<b>590,930</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>590,930</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>590,930</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	617,540	617,540		
6/30/2020	None Claimed	573,849	580,111	-6,262	-1.1
6/30/2019	None Claimed	598,878	598,878		

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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

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Rate Base by Issue  
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Geographic Data  
Trend Analysis

### RATE BASE

None Claimed

## NOTES

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**Miscellaneous:** Lifetime Subscriptions: Included in Paid Subscriptions Membership is the following average number of copies served to lifetime subscribers: 65,980. Subscribers paid between \$300.00 and \$1000.00 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 Manager  
P: 703.267.1324 \* URL: [www.shootingillustrated.com](http://www.shootingillustrated.com)  
Established: 2002

MIKE SANFORD  
Managing Director, Publishing Operations

AAM Member since: 2018