

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Grand View Media Group
200 Croft Street
Suite 1
Birmingham, AL 35242
Tel.: (205) 408-3700
Fax: (205) 408-3799
www.archerybusiness.com

Official Publication of: None
Established: 1976
Issues per Year: 7



FIELD SERVED

ARCHERY BUSINESS serves the bowhunting/archery industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals at archery pro shops/dealers, sporting goods retailers, specialty retailers, chain/department/discount stores, manufacturers and distributors of archery products and others allied to the field including manufacturers' representatives.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	8
Advertiser and Agency _____	587
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	686
TOTAL	1,281

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,099	100.0	11,098	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,099	100.0	11,098	100.0	1	-

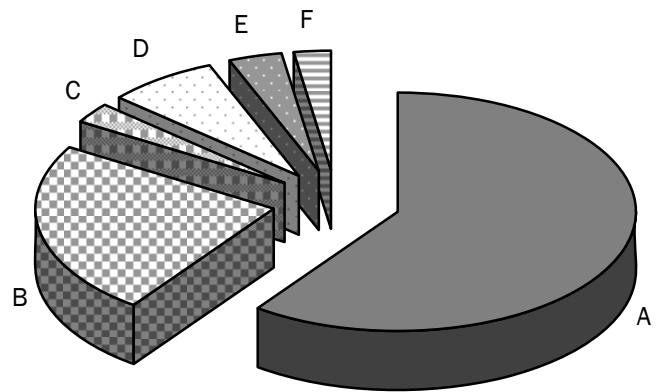
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	61	60			11,098	November/ December _____	838	838			11,099
September/ October _____	193	194			11,099	TOTAL	1,092	1,092			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Pro Shops/Dealers and Specialty Retailers _____	6,654	60.0
Sporting Goods Retailers _____	2,626	23.6
Chain/Department/Discount Stores _____	321	2.9
Manufacturers of Bowhunting/Archery Products _____	817	7.4
Distributors of Bowhunting/Archery Products _____	399	3.6
Others Allied to the Field (including Manufacturers' Representatives) _____	282	2.5
TOTAL QUALIFIED CIRCULATION	11,099	100.0
PERCENT	100.0	

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Archery Pro Shops/Dealers and Specialty Retailers _____	6,654	60.0
B Sporting Goods Retailers _____	2,626	23.6
C Chain/Department/Discount Stores _____	321	2.9
D Manufacturers of Bowhunting/Archery Products _____	817	7.4
E Distributors of Bowhunting/Archery Products _____	399	3.6
F Others Allied to the Field (including Manufacturers' Representatives) _____	282	2.5



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	6,309	2,072	1,380			9,761	87.9
a. Written _____	1,886	338	295			2,519	22.6
b. Telecommunication _____	3,750	1,327	1,000			6,077	54.8
c. Electronic _____	673	407	85			1,165	10.5
II. TOTAL - Request from recipient's company: _____	164	2	43			209	1.9
a. Written _____	26	-	43			69	0.6
b. Telecommunication _____	94	1	-			95	0.9
c. Electronic _____	44	1	-			45	0.4
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	969	144	16			1,129	10.2
*Association rosters and directories _____	781	144	16			941	8.5
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	188	-	-			188	1.7
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,442	2,218	1,439			11,099	100.0
PERCENT	67.0	20.0	13.0			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			8,900	80.2
Individuals by name only _____			1,734	15.6
Titles or functions only _____			284	2.6
Company names only _____			181	1.6
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			11,099	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	80		400-427 Kentucky _____	231	
030-038 New Hampshire _____	73		370-385 Tennessee _____	220	
050-059 Vermont _____	59		350-369 Alabama _____	214	
010-027 Massachusetts _____	117		386-397 Mississippi _____	156	
028-029 Rhode Island _____	19		EAST SO. CENTRAL	821	7.4
060-069 Connecticut _____	95		716-729 Arkansas _____	185	
NEW ENGLAND	443	4.0	700-714 Louisiana _____	140	
100-149 New York _____	541		730-749 Oklahoma _____	169	
070-089 New Jersey _____	136		750-799 Texas _____	441	
150-196 Pennsylvania _____	731		WEST SO. CENTRAL	935	8.4
MIDDLE ATLANTIC	1,408	12.7	590-599 Montana _____	160	
430-459 Ohio _____	518		832-838 Idaho _____	141	
460-479 Indiana _____	379		820-831 Wyoming _____	65	
600-629 Illinois _____	458		800-816 Colorado _____	197	
480-499 Michigan _____	695		870-884 New Mexico _____	78	
530-549 Wisconsin _____	644		850-865 Arizona _____	139	
EAST NO. CENTRAL	2,694	24.3	840-847 Utah _____	154	
550-567 Minnesota _____	392		889-898 Nevada _____	46	
500-528 Iowa _____	210		MOUNTAIN	980	8.8
630-658 Missouri _____	338		995-999 Alaska _____	22	
580-588 North Dakota _____	59		980-994 Washington _____	162	
570-577 South Dakota _____	59		970-979 Oregon _____	172	
680-693 Nebraska _____	126		900-961 California _____	367	
660-679 Kansas _____	130		967-968 Hawaii _____	7	
WEST NO. CENTRAL	1,314	11.8	PACIFIC	730	6.6
197-199 Delaware _____	29		UNITED STATES	10,918	98.4
206-219 Maryland _____	138		969 & 004-009 U.S. Territories _____	4	
200-205 Washington, DC _____	4		Canada _____	172	
220-246 Virginia _____	204		Mexico _____	2	
247-268 West Virginia _____	166		Other International _____	2	
270-289 North Carolina _____	272		APO/FPO _____	1	
290-299 South Carolina _____	151		TOTAL QUALIFIED CIRCULATION	11,099	100.0
300-319 Georgia _____	274				
320-349 Florida _____	355				
SOUTH ATLANTIC	1,593	14.4			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	11,087	11,066	11,097	11,072	11,099	11,099
Qualified Non-Paid: _____	11,087	11,066	11,097	11,072	11,099	11,098
Qualified Paid: _____	-	-	-	-	-	1
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 16 copies or 0.1% to 781 copies or 7.0%. Other sources include 1 source of circulation for a quantity of 188 copies or 1.7%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Lee Hetherington, Publisher

Delicia Poole, Director of Circulation & Fulfillment

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed December 7, 2009

State Alabama

County Shelby

Received by BPA Worldwide December 7, 2009

Type PD

ID Number A088P0J9