

**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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.

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

Official Publication of: International Bowhunting Organization  
Established: 1952

**MARKET SERVED**

BOWHUNTING WORLD serves North American and International bowhunters and hunting archers.

**AVERAGE QUALIFIED CIRCULATION**

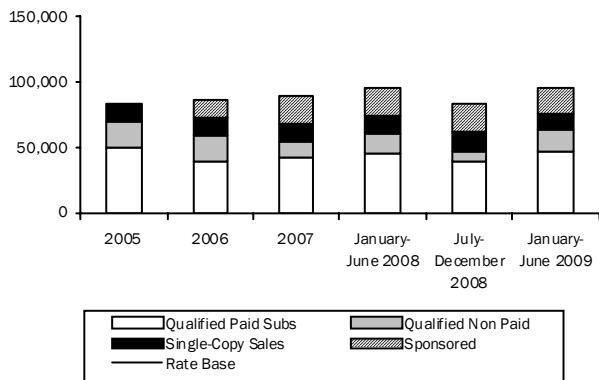
<b>Total Qualified</b> _____	<b>96,563</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	79,493
Subscriptions _____	47,097
Sponsored _____	20,563
Single-Copy Sales _____	11,833
Qualified Non-Paid _____	17,070

\*\*NC = None Claimed

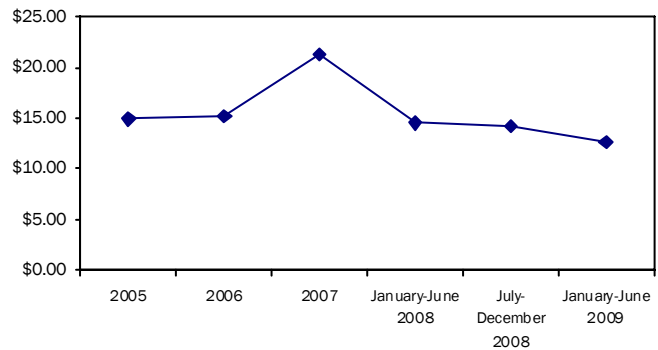
**PRICE AND FREQUENCY**

\$12.65	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
9	Issues Per Year
\$3.99	All Single-Copy Sales Prices for the Period

**Average Qualified Circulation Trend**



**Average Annualized Subscription Price**



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	42,091	43.5	17,070	17.7	59,161	61.2
Membership Benefit _____	4,987	5.2	-	-	4,987	5.2
Multi-Copy Same Addressee _____	19	-	-	-	19	-
Sponsored Individually Addressed _____	20,563	21.3	-	-	20,563	21.3
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b>	<b>67,660</b>	<b>70.0</b>	<b>17,070</b>	<b>17.7</b>	<b>84,730</b>	<b>87.7</b>
Single-Copy Sales _____	11,833	12.3	-	-	11,833	12.3
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>79,493</b>	<b>82.3</b>	<b>17,070</b>	<b>17.7</b>	<b>96,563</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>						
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified	
	Single-Copy Sales	Subscriptions	Total			
February _____	13,800	64,102	77,902	17,000	94,902	
April _____	12,600	69,016	81,616	16,824	98,440	
June _____	9,100	69,866	78,966	17,387	96,353	

<b>3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD</b>							
Includes gross subscription sales/orders with unpaid invoices pending.							
Average Annual Order Price: 9 issues for \$12.65							
<b>3A. PRICES</b>		Total	Percent	<b>3B. USE OF FREE PROMOTIONAL INCENTIVES</b>		Total	Percent
<b>Offers (&gt;= to 5% of total Orders)</b>				Ordered without promotional incentive _____	19,061	98.1	
9 for \$9.97 _____	7,619	39.2		Ordered with editorial promotional incentive including reprints _____	371	1.9	
9 for \$ 10.00 _____	1,431	7.4		Ordered with other promotional incentive (See Paragraph 8) _____	-	-	
9 for \$15.97 _____	4,684	24.1		<b>TOTAL</b>	<b>19,432</b>	<b>100.0</b>	
9 for \$22.00 _____	1,554	8.0					
18 for \$23.97 _____	3,001	15.4					
All Other (See Paragraph 8) _____	1,143	5.9					
Sponsored-Excluded from Average Annual Order Price _____	-	-					
<b>TOTAL</b>	<b>19,432</b>	<b>100.0</b>					

<b>4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF JUNE 2009</b>				
This issue is 0.3% or 318 copies below the average of the other 2 issues reported in Paragraph two.				
	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED PAID	QUALIFIED NON-PAID
Paid Subscribers and Non-Paid Recipients _____	61,749	64.1	44,362	17,387
International Bowhunting Organization Members _____	4,999	5.2	4,999	-
Multi-Copy Same Addressee _____	22	-	22	-
*Sponsored Individually Addressed to customers of Moultrie Deer Feeders _____	20,483	21.3	20,483	-
Single Copy Sales _____	9,100	9.4	9,100	-
<b>TOTAL</b>	<b>96,353</b>	<b>100.0</b>	<b>78,966</b>	<b>17,387</b>

\*See Paragraph 8

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	44,384	-	-	-	44,384	44,384	46.1
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	4,999	-	-	-	4,999	4,999	5.2
IV. Communication from recipient or recipient's company (other than request): _____	20,483	-	-	-	20,483	20,483	21.3
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	17,387	-	-	17,387	-	17,387	18.0
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	17,387	-	-	17,387	-	17,387	18.0
VI. Single Copy Sales: _____	9,100	-	-	-	9,100	9,100	9.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,353</b>	-	-	<b>17,387</b>	<b>78,966</b>	<b>96,353</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>18.0</b>	<b>82.0</b>	<b>100.0</b>	-

\*See Paragraph 8

**6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009**

State & Zip Code	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent	State & Zip Code	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid					Single-Copy Sales	Subscriptions	Total Paid			
039-049 Maine _____	70	323	393	7	400		400-427 Kentucky _____	106	1,445	1,551	14	1,565	
030-038 New Hampshire _____	50	344	394	6	400		370-385 Tennessee _____	185	1,410	1,595	82	1,677	
050-059 Vermont _____	37	311	348	6	354		350-369 Alabama _____	90	2,052	2,142	45	2,187	
010-027 Massachusetts _____	40	665	705	11	716		386-397 Mississippi _____	63	1,479	1,542	269	1,811	
028-029 Rhode Island _____	10	68	78	1	79		<b>EAST SO. CENTRAL</b>	<b>444</b>	<b>6,386</b>	<b>6,830</b>	<b>410</b>	<b>7,240</b>	<b>7.5</b>
060-069 Connecticut _____	40	451	491	4	495		716-729 Arkansas _____	109	1,662	1,771	22	1,793	
<b>NEW ENGLAND</b>	<b>247</b>	<b>2,162</b>	<b>2,409</b>	<b>35</b>	<b>2,444</b>	<b>2.5</b>	700-714 Louisiana _____	96	1,966	2,062	222	2,284	
100-149 New York _____	343	3,119	3,462	48	3,510		730-749 Oklahoma _____	135	1,402	1,537	18	1,555	
070-089 New Jersey _____	105	1,099	1,204	18	1,222		750-799 Texas _____	592	6,408	7,000	55	7,055	
150-196 Pennsylvania _____	614	4,899	5,513	66	5,579		<b>WEST SO. CENTRAL</b>	<b>932</b>	<b>11,438</b>	<b>12,370</b>	<b>317</b>	<b>12,687</b>	<b>13.2</b>
<b>MIDDLE ATLANTIC</b>	<b>1,062</b>	<b>9,117</b>	<b>10,179</b>	<b>132</b>	<b>10,311</b>	<b>10.7</b>	590-599 Montana _____	73	464	537	28	565	
430-459 Ohio _____	330	3,369	3,699	30	3,729		832-838 Idaho _____	49	381	430	11	441	
460-479 Indiana _____	225	1,736	1,961	22	1,983		820-831 Wyoming _____	48	268	316	6	322	
600-629 Illinois _____	283	2,335	2,618	82	2,700		800-816 Colorado _____	88	816	904	19	923	
480-499 Michigan _____	384	3,652	4,036	53	4,089		870-884 New Mexico _____	36	339	375	280	655	
530-549 Wisconsin _____	319	3,473	3,792	8,095	11,887		850-865 Arizona _____	152	737	889	97	986	
<b>EAST NO. CENTRAL</b>	<b>1,541</b>	<b>14,565</b>	<b>16,106</b>	<b>8,282</b>	<b>24,388</b>	<b>25.3</b>	840-847 Utah _____	94	280	374	834	1,208	
550-567 Minnesota _____	229	1,650	1,879	445	2,324		889-898 Nevada _____	23	176	199	44	243	
500-528 Iowa _____	68	1,074	1,142	1,896	3,038		<b>MOUNTAIN</b>	<b>563</b>	<b>3,461</b>	<b>4,024</b>	<b>1,319</b>	<b>5,343</b>	<b>5.6</b>
630-658 Missouri _____	489	2,468	2,957	2,863	5,820		995-999 Alaska _____	47	223	270	1	271	
580-588 North Dakota _____	46	256	302	15	317		980-994 Washington _____	158	783	941	-	941	
570-577 South Dakota _____	59	312	371	15	386		970-979 Oregon _____	71	579	650	1	651	
680-693 Nebraska _____	68	452	520	13	533		900-961 California _____	150	1,340	1,490	1	1,491	
660-679 Kansas _____	103	762	865	16	881		967-968 Hawaii _____	5	104	109	-	109	
<b>WEST NO. CENTRAL</b>	<b>1,062</b>	<b>6,974</b>	<b>8,036</b>	<b>5,263</b>	<b>13,299</b>	<b>13.8</b>	<b>PACIFIC</b>	<b>431</b>	<b>3,029</b>	<b>3,460</b>	<b>3</b>	<b>3,463</b>	<b>3.6</b>
197-199 Delaware _____	30	197	227	1	228		<b>UNITED STATES</b>	<b>8,013</b>	<b>69,313</b>	<b>77,326</b>	<b>17,386</b>	<b>94,712</b>	<b>98.3</b>
206-219 Maryland _____	178	1,059	1,237	25	1,262		969 & 004-009 U.S. Territories _____	-	6	6	-	6	
200-205 Washington, DC _____	7	6	13	-	13		Canada _____	764	363	1,127	-	1,127	
220-246 Virginia _____	481	1,763	2,244	451	2,695		Mexico _____	-	4	4	-	4	
247-268 West Virginia _____	95	1,880	1,975	13	1,988		Other International _____	274	159	433	-	433	
270-289 North Carolina _____	318	1,962	2,280	52	2,332		AP0/FPO _____	49	21	70	1	71	
290-299 South Carolina _____	166	896	1,062	12	1,074		<b>TOTALS</b>	<b>9,100</b>	<b>69,866</b>	<b>78,966</b>	<b>17,387</b>	<b>96,353</b>	<b>100.0</b>
300-319 Georgia _____	199	2,185	2,384	41	2,425								
320-349 Florida _____	257	2,233	2,490	1,030	3,520								
<b>SOUTH ATLANTIC</b>	<b>1,731</b>	<b>12,181</b>	<b>13,912</b>	<b>1,625</b>	<b>15,537</b>	<b>16.1</b>							

**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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	84,048	86,461	89,152	96,590	83,557	96,563
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____	64,685	66,980	75,896	81,698	77,271	79,493
Subscriptions _____	50,714	40,014	42,015	46,359	40,336	47,097
Sponsored _____	-	13,631	20,169	21,871	20,448	20,563
Single-Copy Sales _____	13,971	13,335	13,712	13,468	16,487	11,833
Qualified Non-Paid: _____	19,364	19,481	13,256	14,892	6,286	17,070
Post Expire Copies included in Total Qualified Circulation: _____	7.4%	6.8%	5.3%	9.74	5.5%	11.2%
Average Annual Order Price: _____	\$14.94	\$15.21	\$21.31	\$14.58	\$14.23	\$12.65

\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

Copies are addressed to individual paid subscribers, members of the International Bowhunting Organization, and selected archery equipment dealers and are distributed via periodicals class mail under U.S. Postal Permit.

Copies are also placed on the newsstands for sale.

**AVERAGE NON-QUALIFIED CIRCULATION: 109 COPIES****PARAGRAPH 3a:**

All other sources is made up of a total of 40 sources, with 1 copy coming from the smallest source and 387 from the largest source

**PARAGRAPH 3b:**

11 subscriptions were sold offering an Bow Tuning Basics Book with no declared or stated value.

113 subscriptions were sold offering Sonic Pro Blades with no declared or stated value.

96 subscriptions were sold offering an Compass/Carabiner Keychain with no declared or stated value.

50 subscriptions were sold offering an A-Bomb Stabilizer with no declared or stated value.

101 subscriptions were sold offering an Methews Solocam DVD with no declared or stated value.

**PARAGRAPH 4:**

Sponsored Individually Addressed copies, averaging 20,563 copies per issue, were distributed to Moultrie Deer Feeders.

**PARAGRAPH 5:**

Other sources include 1 source of circulation for a quantity of 17,387 copies or 100.0 percent, including Big Game Sportsman and Fishing List.

**PUBLISHER'S AFFIDAVIT**

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

Lee Hetherington, Publisher

Kevin Shields, Director of Consumer Circulation

(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 August 27, 2009

State Minnesota

County Hennepin

Received by BPA Worldwide August 27, 2009

Type CPJ

ID Number B124P0J9