

**CONSUMER MAGAZINE CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

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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.

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Official Publication of: None
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MARKET SERVED

PREDATOR XTREME serves North American and International predator hunters and others allied to the field.

AVERAGE QUALIFIED CIRCULATION

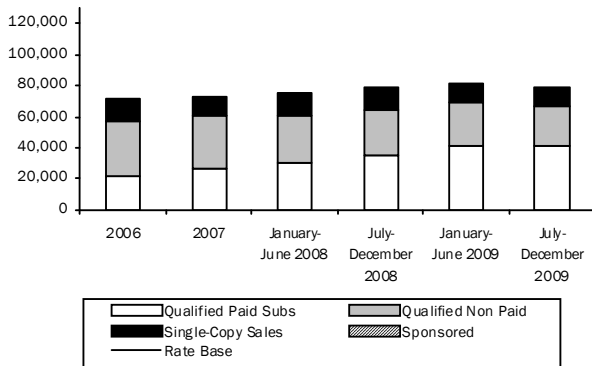
Total Qualified _____	79,417
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	54,126
Subscriptions _____	41,660
Sponsored _____	-
Single-Copy Sales _____	12,466
Qualified Non-Paid _____	25,291

**NC = None Claimed

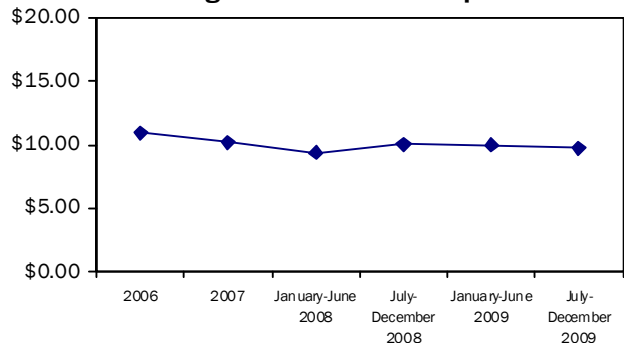
PRICE AND FREQUENCY

\$9.79	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
\$5.99	All Single-Copy Sales Prices for the Period

Average Qualified Circulation Trend



Average Annualized Subscription Price



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	41,660	52.5	25,291	31.8	66,951	84.3
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	41,660	52.5	25,291	31.8	66,951	84.3
Single-Copy Sales _____	12,466	15.7	-	-	12,466	15.7
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	54,126	68.2	25,291	31.8	79,417	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified	
	Single-Copy Sales	Subscriptions	Total			
August _____	10,860	40,557	51,417	26,863	78,280	
October _____	12,506	39,669	52,175	26,742	78,917	
December _____	14,032	44,754	58,786	22,268	81,054	

3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD						
Includes gross subscription sales/orders with unpaid invoices pending.						
Average Annual Order Price: 6 issues for \$9.79		Total	Percent	3B. USE OF FREE PROMOTIONAL INCENTIVES		Total
3A. PRICES				Ordered without promotional incentive _____		8,351
Offers (≥ 5.0% of Total Orders)				Ordered with editorial promotional incentive including reprints (See Paragraph 8) _____		388
6 Issues for \$9.99 _____	5,332	37.6		Ordered with other promotional incentive (See Paragraph 8) _____		5,447
6 Issues for \$12.99 _____	2,925	20.6		TOTAL	14,186	100.0
18 Issues for \$24.99 _____	1,065	7.5				
12 Issues for \$19.99 _____	1,032	7.3				
All Others _____	3,832	27.0				
TOTAL	14,186	100.0				

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF DECEMBER 2009				
This issue is 3.1% or 2,455 copies above the average of the other 2 issues reported in Paragraph two.				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED PAID	QUALIFIED NON-PAID
Individual Subscriptions _____	67,022	82.7	22,268	44,754
Single-Copy Sales _____	14,032	17.3	-	14,032
TOTAL	81,054	100.0	22,268	58,786

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			*Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	101	11	-	112	-	112	0.5
II. Request from recipient's company: _____	1	-	-	1	-	1	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	22,145	8	2	22,155	-	22,155	99.5
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	22,145	8	2	22,155	-	22,155	99.5
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,247	19	2	22,268	-	22,268	100.0
*See Paragraph 9	PERCENT	99.9	0.1	100.0	-	100.0	-

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 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 _____	38	359	397	161	558		400-427 Kentucky _____	182	894	1,076	392	1,468	
030-038 New Hampshire _____	3	164	167	76	243		370-385 Tennessee _____	404	869	1,273	382	1,655	
050-059 Vermont _____	21	160	181	82	263		350-369 Alabama _____	190	592	782	321	1,103	
010-027 Massachusetts _____	17	296	313	130	443		386-397 Mississippi _____	134	325	459	180	639	
028-029 Rhode Island _____	2	27	29	12	41		EAST SO. CENTRAL	910	2,680	3,590	1,275	4,865	6.0
060-069 Connecticut _____	18	155	173	64	237		716-729 Arkansas _____	150	594	744	327	1,071	
NEW ENGLAND	99	1,161	1,260	525	1,785	2.2	700-714 Louisiana _____	120	375	495	306	801	
100-149 New York _____	315	1,881	2,196	699	2,895		730-749 Oklahoma _____	262	1,003	1,265	576	1,841	
070-089 New Jersey _____	60	275	335	127	462		750-799 Texas _____	817	3,156	3,973	2,642	6,615	
150-196 Pennsylvania _____	659	3,007	3,666	1,019	4,685		WEST SO. CENTRAL	1,349	5,128	6,477	3,851	10,328	12.7
MIDDLE ATLANTIC	1,034	5,163	6,197	1,845	8,042	9.9	590-599 Montana _____	217	716	933	235	1,168	
430-459 Ohio _____	263	1,954	2,217	2,783	5,000		832-838 Idaho _____	90	646	736	225	961	
460-479 Indiana _____	206	1,201	1,407	398	1,805		820-831 Wyoming _____	179	623	802	243	1,045	
600-629 Illinois _____	471	1,610	2,081	503	2,584		800-816 Colorado _____	303	1,092	1,395	445	1,840	
480-499 Michigan _____	587	2,046	2,633	574	3,207		870-884 New Mexico _____	94	604	698	444	1,142	
530-549 Wisconsin _____	234	1,547	1,781	507	2,288		850-865 Arizona _____	159	1,007	1,166	1,021	2,187	
EAST NO. CENTRAL	1,761	8,358	10,119	4,765	14,884	18.4	840-847 Utah _____	536	697	1,233	397	1,630	
550-567 Minnesota _____	282	1,327	1,609	395	2,004		889-898 Nevada _____	126	513	639	247	886	
500-528 Iowa _____	241	1,092	1,333	306	1,639		MOUNTAIN	1,704	5,898	7,602	3,257	10,859	13.4
630-658 Missouri _____	612	1,471	2,083	539	2,622		995-999 Alaska _____	94	263	357	206	563	
580-588 North Dakota _____	165	494	659	155	814		980-994 Washington _____	1,190	1,155	2,345	426	2,771	
570-577 South Dakota _____	179	485	664	180	844		970-979 Oregon _____	229	1,017	1,246	384	1,630	
680-693 Nebraska _____	181	721	902	267	1,169		900-961 California _____	215	1,862	2,077	997	3,074	
660-679 Kansas _____	333	992	1,325	456	1,781		967-968 Hawaii _____	3	20	23	43	66	
WEST NO. CENTRAL	1,993	6,582	8,575	2,298	10,873	13.4	PACIFIC	1,731	4,317	6,048	2,056	8,104	10.0
197-199 Delaware _____	6	41	47	10	57		UNITED STATES	12,849	44,401	57,250	22,258	79,508	98.1
206-219 Maryland _____	27	347	374	162	536		969 & 004-009	-	2	2	4	6	
200-205 Washington, DC _____	1	2	3	2	5		U.S. Territories _____	-	-	-	-	-	
220-246 Virginia _____	414	1,152	1,566	516	2,082		Canada _____	1,000	328	1,328	3	1,331	
247-268 West Virginia _____	93	962	1,055	297	1,352		Mexico _____	-	-	-	-	-	
270-289 North Carolina _____	627	1,040	1,667	472	2,139		Other International _____	-	13	13	-	13	
290-299 South Carolina _____	277	312	589	197	786		APO/FPO _____	183	10	193	3	196	
300-319 Georgia _____	482	617	1,099	425	1,524		TOTAL QUALIFIED CIRCULATION	14,032	44,754	58,786	22,268	81,054	100.0
320-349 Florida _____	341	641	982	305	1,287								
SOUTH ATLANTIC	2,268	5,114	7,382	2,386	9,768	12.1							

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: _____	71,064	76,366	73,726	77,316	80,889	79,417
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 : _____	36,083	41,629	44,078	48,066	53,747	54,126
Subscriptions _____	22,135	27,846	30,811	35,436	41,353	41,660
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	13,948	13,783	13,267	12,630	12,394	12,466
Qualified Non-Paid: _____	34,981	34,737	29,648	29,250	27,142	25,291
Post Expire Copies included in Total Qualified Circulation: _____	**NC	4.3	2.6	3.8	4.7	6.5
Average Annual Order Price: _____	\$10.97	\$10.19	\$9.35	\$7.91	\$10.00	\$9.79

***NOTE: January - December 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 and selected predator hunting enthusiasts and are distributed via periodicals class mail under U.S. Postal Permit. Copies are also placed on the newsstands for sale.

PARAGRAPH 3b:

5,447 subscriptions were sold with Knight & Hale Big Dawg Game Call at no state or advertised value.
388 subscriptions were sold with Digital Edition supplied at no stated or advertised value

PARAGRAPH 5:

Paragraph 5 includes 22,268 qualified non-paid circulation. Qualified paid circulation of 58,786 combined with the qualified non-paid circulation equal 81,054 total qualified circulation for the analyzed issue.
Other sources include 9 sources of circulation for quantities of 1 copy or -% to 16,689 copies or 74.9%, including All Predator Cals, Burnham Brothers, & Big Game List.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 4, 2010
Kevin Shields, Director of Consumer Circulation	State	Alabama
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Shelby
IMPORTANT NOTE:	Received by BPA Worldwide	February 4, 2010
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	CPD
	ID Number	P533P0D9