

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Grand View Media Group
200 Croft Street
Suite 1
Birmingham, AL 35242
Tel. No.: (205) 408-3700
FAX No.: (205) 408-3799
www.archerybusiness.com

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



FIELD SERVED

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.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals allied to the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	9
Advertiser and Agency _____	638
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	825
Digital _____	-
All Other _____	599
TOTAL	2,071

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	11,095	100.0	4	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,099	100.0	11,095	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	10,349	750	11,099
March/April _____	10,136	963	11,099
May/June _____	10,298	801	11,099
University _____	10,310	789	11,099

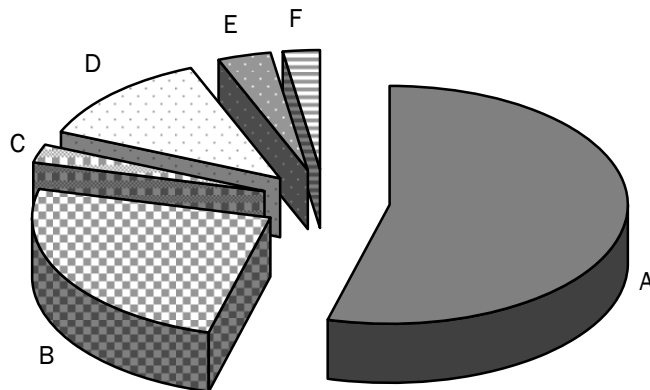
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Archery Pro Shops/Dealers and Specialty Retailers _____	6,007	54.1	5,555	452
Sporting Goods Retailers _____	2,733	24.6	2,661	72
Chain/Department/Discount Stores _____	301	2.7	223	78
Manufacturers of Bowhunting/Archery Products _____	1,390	12.5	1,286	104
Distributors of Bowhunting/Archery Products _____	385	3.5	308	77
Others Allied to the Field (including Manufacturers' Representatives) _____	283	2.6	265	18
TOTAL QUALIFIED CIRCULATION	11,099	100.0	10,298	801
PERCENT	100.0		92.8	7.2

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 _____	6,007	54.1
B Sporting Goods Retailers _____	2,733	24.6
C Chain/Department/Discount Stores _____	301	2.7
D Manufacturers of Bowhunting/Archery Products _____	1,390	12.5
E Distributors of Bowhunting/Archery Products _____	385	3.5
F Others Allied to the Field (including Manufacturers' Representatives) _____	283	2.6



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	7,729	1,421	960	9,309	801	10,110	91.1
II. Request from recipient's company: _____	65	21	-	86	-	86	0.8
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	677	226	-	903	-	903	8.1
*Association rosters and directories _____	677	107	-	784	-	784	7.0
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	-	119	-	119	-	119	1.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,471	1,668	960	10,298	801	11,099	100.0
PERCENT	76.3	15.0	8.7	92.8	7.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	9,799	712	10,511	94.7
Individuals by name only _____	276	73	349	3.2
Titles or functions only _____	172	9	181	1.6
Company names only _____	51	7	58	0.5
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,298	801	11,099	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	70	2	72		Kentucky _____	222	17	239	
New Hampshire _____	61	4	65		Tennessee _____	202	17	219	
Vermont _____	54	4	58		Alabama _____	208	17	225	
Massachusetts _____	99	8	107		Mississippi _____	148	12	160	
Rhode Island _____	12	1	13		EAST SO. CENTRAL	780	63	843	7.6
Connecticut _____	71	6	77		Arkansas _____	184	8	192	
NEW ENGLAND	367	25	392	3.5	Louisiana _____	141	10	151	
New York _____	475	45	520		Oklahoma _____	147	12	159	
New Jersey _____	124	16	140		Texas _____	393	46	439	
Pennsylvania _____	647	48	695		WEST SO. CENTRAL	865	76	941	8.5
MIDDLE ATLANTIC	1,246	109	1,355	12.2	Montana _____	155	10	165	
Ohio _____	550	25	575		Idaho _____	123	13	136	
Indiana _____	415	20	435		Wyoming _____	55	7	62	
Illinois _____	453	36	489		Colorado _____	175	14	189	
Michigan _____	660	33	693		New Mexico _____	57	9	66	
Wisconsin _____	617	40	657		Arizona _____	132	9	141	
EAST NO. CENTRAL	2,695	154	2,849	25.7	Utah _____	132	10	142	
Minnesota _____	376	20	396		Nevada _____	43	3	46	
Iowa _____	198	21	219		MOUNTAIN	872	75	947	8.5
Missouri _____	335	16	351		Alaska _____	23	-	23	
North Dakota _____	52	4	56		Washington _____	132	14	146	
South Dakota _____	61	3	64		Oregon _____	148	8	156	
Nebraska _____	102	16	118		California _____	274	35	309	
Kansas _____	117	9	126		Hawaii _____	3	1	4	
WEST NO. CENTRAL	1,241	89	1,330	12.0	PACIFIC	580	58	638	5.7
Delaware _____	26	2	28		UNITED STATES	10,139	770	10,909	98.3
Maryland _____	133	13	146		U.S. Territories _____	7	1	8	
Washington, DC _____	3	-	3		Canada _____	146	29	175	
Virginia _____	189	11	200		Mexico _____	2	-	2	
West Virginia _____	184	7	191		Other International _____	3	1	4	
North Carolina _____	259	26	285		APO/FPO _____	1	-	1	
South Carolina _____	124	11	135		TOTAL QUALIFIED CIRCULATION	10,298	801	11,099	100.0
Georgia _____	254	19	273						
Florida _____	321	32	353						
SOUTH ATLANTIC	1,493	121	1,614	14.6					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	11,072	11,099	10,099	11,024	10,758	11,099
Qualified Non-Paid Total _	11,072	11,099	10,098	11,022	10,755	11,095
Print Version Only _____	11,072	11,099	10,098	10,055	9,897	10,270
Digital Version Only _____	-	-	-	967	858	825
Qualified Paid Total _____	-	-	1	2	3	4
Print Version Only _____	-	-	1	1	2	3
Digital Version Only _____	-	-	-	1	1	1
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 107 copies or 0.9% to 677 copies or 6.1%. Other sources include 1 source of circulation for a quantity of 119 copies or 1.1%.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,273	100.0	10,270	100.0	3	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,273	100.0	10,270	100.0	3	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	826	100.0	825	99.9	1	0.1
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	826	100.0	825	99.9	1	0.1

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 22, 2011
Lee Hetherington, VP, Consumer Publishing	State	Alabama
Delicia Poole, Director of Circulation & Fulfillment	County	Shelby
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 22, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	A088Y0J1
It will be included in the annual audit made by BPA Worldwide.		