

**CONSUMER MAGAZINE 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.

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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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Official Publication of: International Bowhunting Organization
Established: 1952



MARKET SERVED

BOWHUNTING WORLD serves North American and International bowhunters and hunting archers. Sponsored copies are sponsored by Moultrie Deer Feeders.

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

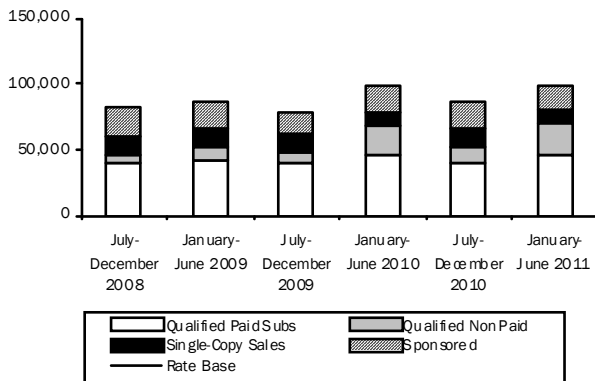
Total Qualified _____	98,420
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	73,490
Subscriptions _____	45,087
Sponsored _____	17,679
Single-Copy Sales _____	10,724
Qualified Non-Paid _____	24,930

**NC = None Claimed

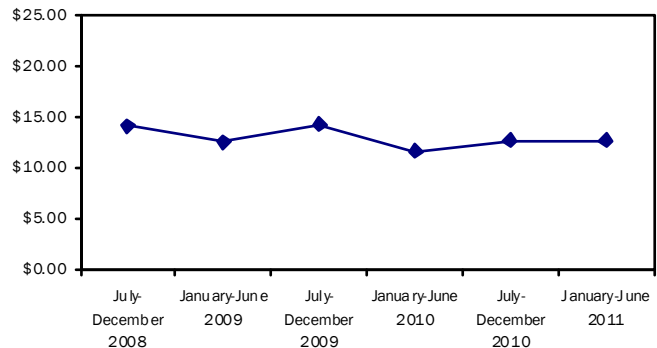
PRICE AND FREQUENCY

\$12.77	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$0.09	Average Annual Sponsored Subscription Order Price
9	Issues Per Year
\$3.99	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 _____	40,568	41.2	24,930	25.3	65,498	66.5
Membership Benefit _____	4,500	4.6	-	-	4,500	4.6
Multi-Copy Same Addressee _____	19	-	-	-	19	-
*Sponsored Individually Addressed _____	17,591	17.9	-	-	17,591	17.9
Sponsored Multi-Copy Same Addressee _____	88	0.1	-	-	88	0.1
Sub-Total Subscriptions	62,766	63.8	24,930	25.3	87,696	89.1
Single-Copy Sales _____	10,724	10.9	-	-	10,724	10.9
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	73,490	74.7	24,930	25.3	98,420	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single-Copy Sales	Subscriptions	Total		
February _____	14,859	60,414	75,273	25,000	100,273
April _____	10,163	62,449	72,612	24,919	97,531
June _____	7,149	65,436	72,585	24,872	97,457

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF JUNE 2011				
This issue is 1.5% or 1,445 copies below the average of the other 2 issues reported in Paragraph two.				
	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Paid Subscribers and Non-Paid Recipients _____	67,008	68.8	24,872	42,136
International Bowhunting Organization Members _____	4,664	4.8	-	4,664
Multi-Copy Same Addressee _____	12	-	-	12
*Sponsored Individually Addressed to customers of Moultrie Deer Feeders _____	18,550	19.0	-	18,550
Sponsored Multi-Copy Same Addressee _____	74	0.1	-	74
Single Copy Sales _____	7,149	7.3	-	7,149
TOTAL	97,457	100.0	24,872	72,585

*See Additional Data

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____ Rosters and directories _____ Manufacturer's, distributor's and wholesaler's lists _____ *Other sources _____	16,033	-	8,839	24,872	-	24,872	100.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,033	-	8,839	24,872	-	24,872	100.0
PERCENT	64.5	-	35.5	100.0	-	100.0	

*See Additional Data

5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2011

State	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent	State	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid					Single-Copy Sales	Subscriptions	Total Paid			
Maine _____	47	251	298	11	309		Kentucky _____	77	1,427	1,504	59	1,563	
New Hampshire _____	40	259	299	14	313		Tennessee _____	65	1,334	1,399	268	1,667	
Vermont _____	41	291	332	17	349		Alabama _____	52	2,124	2,176	220	2,396	
Massachusetts _____	39	561	600	25	625		Mississippi _____	67	1,477	1,544	291	1,835	
Rhode Island _____	7	71	78	1	79		EAST SO. CENTRAL	261	6,362	6,623	838	7,461	7.7
Connecticut _____	23	411	434	19	453		Arkansas _____	124	1,581	1,705	154	1,859	
NEW ENGLAND	197	1,844	2,041	87	2,128	2.2	Louisiana _____	58	1,943	2,001	1,196	3,197	
New York _____	271	2,891	3,162	139	3,301		Oklahoma _____	80	1,459	1,539	56	1,595	
New Jersey _____	88	905	993	88	1,081		Texas _____	410	5,897	6,307	216	6,523	
Pennsylvania _____	477	4,938	5,415	334	5,749		WEST SO. CENTRAL	672	10,880	11,552	1,622	13,174	13.5
MIDDLE ATLANTIC	836	8,734	9,570	561	10,131	10.4	Montana _____	53	388	441	340	781	
Ohio _____	246	3,326	3,572	66	3,638		Idaho _____	51	283	334	42	376	
Indiana _____	119	1,702	1,821	100	1,921		Wyoming _____	42	210	252	17	269	
Illinois _____	187	2,047	2,234	222	2,456		Colorado _____	59	804	863	64	927	
Michigan _____	313	3,194	3,507	270	3,777		New Mexico _____	49	320	369	862	1,231	
Wisconsin _____	272	3,112	3,384	4,441	7,825		Arizona _____	120	608	728	107	835	
EAST NO. CENTRAL	1,137	13,381	14,518	5,099	19,617	20.1	Utah _____	52	304	356	938	1,294	
Minnesota _____	194	1,505	1,699	197	1,896		Nevada _____	19	130	149	251	400	
Iowa _____	69	1,196	1,265	78	1,343		MOUNTAIN	445	3,047	3,492	2,621	6,113	6.3
Missouri _____	230	2,404	2,634	11,212	13,846		Alaska _____	36	219	255	11	266	
North Dakota _____	39	258	297	417	714		Washington _____	97	664	761	111	872	
South Dakota _____	62	272	334	24	358		Oregon _____	62	537	599	308	907	
Nebraska _____	72	544	616	33	649		California _____	163	1,203	1,366	256	1,622	
Kansas _____	94	837	931	70	1,001		Hawaii _____	6	78	84	1	85	
WEST NO. CENTRAL	760	7,016	7,776	12,031	19,807	20.3	PACIFIC	364	2,701	3,065	687	3,752	3.8
Delaware _____	20	164	184	6	190		UNITED STATES	5,437	64,928	70,365	24,871	95,236	97.7
Maryland _____	133	933	1,066	75	1,141		U.S. Territories _____	-	5	5	-	5	
Washington, DC _____	4	8	12	1	13		Canada _____	1,509	329	1,838	-	1,838	
Virginia _____	168	1,556	1,724	78	1,802		Mexico _____	-	2	2	-	2	
West Virginia _____	90	1,778	1,868	61	1,929		Other International _____	185	150	335	-	335	
North Carolina _____	101	1,777	1,878	213	2,091		APO/FPO _____	18	22	40	1	41	
South Carolina _____	70	787	857	63	920		TOTAL QUALIFIED CIRCULATION	7,149	65,436	72,585	24,872	97,457	100.0
Georgia _____	82	1,918	2,000	248	2,248								
Florida _____	97	2,042	2,139	580	2,719								
SOUTH ATLANTIC	765	10,963	11,728	1,325	13,053	13.4							

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	81,452	86,610	78,476	99,456	85,734	98,420
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 : _____	75,250	76,462	69,050	75,761	72,783	73,490
Subscriptions _____	40,336	42,588	38,608	44,786	38,904	45,087
Sponsored _____	20,448	20,488	17,644	19,446	19,237	17,679
Single-Copy Sales _____	14,466	13,386	12,798	11,529	14,642	10,724
Qualified Non-Paid: _____	6,202	10,148	9,426	23,695	12,951	24,930
Post Expire Copies included in Total Qualified Circulation: _____	5.5 %	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$14.23	\$12.56	\$14.42	\$11.78	\$12.77	\$12.77

*NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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: 9 issues for \$12.77	Total	Percent	USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
PRICES					
Offers (>= to 5% of total Orders)					
9 Issues for \$9.97 _____	8,359	22.8	Ordered without promotional incentive _____	36,609	100.0
9 Issues for \$10.00 _____	1,818	5.0	Ordered with editorial promotional incentive including reprints _____	-	-
18 Issues for \$23.97 _____	1,674	4.6	Ordered with other promotional incentive _____	-	-
9 Issues for \$15.97 _____	1,270	3.5			
All Others _____	4,938	13.5			
*Sponsored - Excluded from Average Annual Order Price _____	18,550	50.6			
TOTAL	36,609	100.0	TOTAL	36,609	100.0

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.

Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution

AVERAGE NON-QUALIFIED CIRCULATION: 1,895 COPIES

PARAGRAPH 1

Sponsored copies are sponsored by Moultrie Deer Feeders and are at a cost of \$0.01 per copy at a term of 9 issues or 1 year.

PARAGRAPH 3

18,550 copies are purchased by Moultrie Deer Feeders at a price \$0.09 for 1 year. These copies are mailed to their customers individually.

PARAGRAPH 4:

Other sources include 1 source of circulation for a quantity of 24,872 copies or 100% of the non-paid circulation, including Big Game Hunting & Fishing List.

Paragraph 4 includes 24,872 qualified non-paid circulation. Qualified paid circulation of 72,585 combined with the qualified non-paid circulation equals 97,457 total qualified circulation for the analyzed issue.

PRICES

Average Annual Sponsored Order Price = \$0.09.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2011
Kevin Shields, Director of Consumer Circulation	State	Alabama
Jared Pfeifer, Publisher	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	July 29, 2011
IMPORTANT NOTE:	Type	CPJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	B124P0J1