

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 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 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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SHOOTING INDUSTRY

Publishers Development Corp.
12345 World Trade Dr.
San Diego, CA 92128-3743
Tel.: (858) 605-0200
Fax: (858) 605-0247

Official Publication of: None
Established: 1956
Issues Per Year: 12

FIELD SERVED

SHOOTING INDUSTRY serves firearms retailers with federal firearms licenses, other federally licensed firearms retailers, law enforcement, firearms stores, sporting good stores, hardware stores, chain stores, as well as stores selling archery and other equipment allied to the shooting sports field including firearms jobbers, manufacturers and distributors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are law enforcement and retailers with federal firearms licenses including: owners, salesmen, managers, buyers and other titled and non-titled personnel, including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,331
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
Digital _____	-
All Other _____	336
TOTAL	1,850

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,945	100.0	17,914	99.8	31	0.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,945	100.0	17,914	99.8	31	0.2

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 _____	207	48			18,382	October _____	101	-			17,829
August _____	2,434	2,030			17,978	November _____	55	2			17,776
September _____	87	39			17,930	December _____	3	2			17,775
							2,887	2,121			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**This issue is 1.1% or 203 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Firearms dealers; including Firearms Stores; Chain, Hardware or Department Stores; Sporting Goods Stores _____	14,785	83.2
2. Gunsmith Only _____	394	2.2
3. Others Allied to the Field, including Commercial Shooting Ranges, Archery Dealers and Law Enforcement _____	2,452	13.8
TOTAL RETAILERS	17,631	99.2
DISTRIBUTORS, JOBBERS _____	82	0.5
MANUFACTURERS _____	63	0.3
TOTAL QUALIFIED CIRCULATION	17,776	100.0
PERCENT	100.0	

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	2,220	1,530	5,769			9,519	53.6
II. Request from recipient's company: _____	-	1	-			1	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	4	8	6			18	0.1
V. TOTAL - Sources other than above (listed alphabetically): _____	8,150	-	88			8,238	46.3
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	8,150	-	88			8,238	46.3
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,374	1,539	5,863			17,776	100.0
*See Paragraph 9	PERCENT	58.3	8.7	33.0		100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			11,152	62.7
Individuals by name only _____			112	0.6
Titles or functions only _____			6,468	36.4
Company names only _____			44	0.3
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			17,776	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	138		400-427 Kentucky _____	344	
030-038 New Hampshire _____	122		370-385 Tennessee _____	455	
050-059 Vermont _____	69		350-369 Alabama _____	365	
010-027 Massachusetts _____	216		386-397 Mississippi _____	299	
028-029 Rhode Island _____	39		EAST SO. CENTRAL	1,463	8.2
060-069 Connecticut _____	135		716-729 Arkansas _____	336	
NEW ENGLAND	719	4.0	700-714 Louisiana _____	381	
100-149 New York _____	625		730-749 Oklahoma _____	347	
070-089 New Jersey _____	215		750-799 Texas _____	1,507	
150-196 Pennsylvania _____	836		WEST SO. CENTRAL	2,571	14.4
MIDDLE ATLANTIC	1,676	9.4	590-599 Montana _____	236	
430-459 Ohio _____	692		832-838 Idaho _____	214	
460-479 Indiana _____	434		820-831 Wyoming _____	115	
600-629 Illinois _____	569		800-816 Colorado _____	346	
480-499 Michigan _____	642		870-884 New Mexico _____	177	
530-549 Wisconsin _____	447		850-865 Arizona _____	318	
EAST NO. CENTRAL	2,784	15.7	840-847 Utah _____	199	
550-567 Minnesota _____	408		889-898 Nevada _____	152	
500-528 Iowa _____	290		MOUNTAIN	1,757	9.9
630-658 Missouri _____	524		995-999 Alaska _____	123	
580-588 North Dakota _____	90		980-994 Washington _____	352	
570-577 South Dakota _____	110		970-979 Oregon _____	370	
680-693 Nebraska _____	175		900-961 California _____	930	
660-679 Kansas _____	297		967-968 Hawaii _____	34	
WEST NO. CENTRAL	1,894	10.7	PACIFIC	1,809	10.2
197-199 Delaware _____	29		UNITED STATES	17,764	99.9
206-219 Maryland _____	196		969 & 004-009 U.S. Territories _____	12	
200-205 Washington, DC _____	10		Canada _____	-	
220-246 Virginia _____	429		Mexico _____	-	
247-268 West Virginia _____	246		Other International _____	-	
270-289 North Carolina _____	604		APQ/FPO _____	-	
290-299 South Carolina _____	266		TOTAL QUALIFIED CIRCULATION	17,776	100.0
300-319 Georgia _____	558				
320-349 Florida _____	753				
SOUTH ATLANTIC	3,091	17.4			

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: _____	17,435	16,956	17,400	17,218	17,320	17,945
Qualified Non-Paid: _	17,123	16,817	17,312	17,142	17,262	17,914
Qualified Paid: _____	312	139	88	76	58	31
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)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Other Sources include 2 sources of circulation for quantities of 5 copies or -% to 8,233 copies or 46.3%, including Federal Firearms Licences and Yellow Pages.

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.

Thomas Hollander, Vice President

(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 January 16, 2010

State California

County San Diego

Received by BPA Worldwide January 16, 2010

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