

**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.

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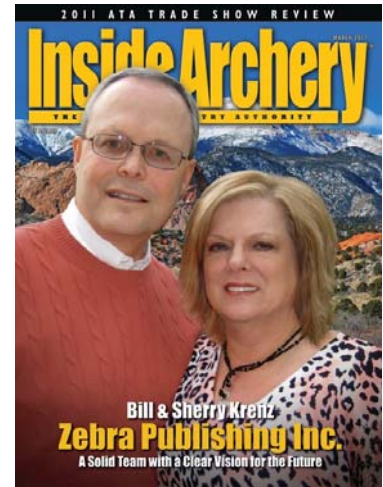
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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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# Inside Archery

Zebra Publishing Inc.  
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Colorado Springs, CO 80917  
Tel. No.: (719) 495-9999  
Fax No.: (719) 495-8899  
[www.zebrapub.com](http://www.zebrapub.com)

Official Publication of: None  
Established: 1998  
Issues Per Year: 9  
(See Additional Data)



**FIELD SERVED**

INSIDE ARCHERY serves the bowhunting/archery industry, including archery pro shops/archery retailers, gun/firearms retailers, fishing/tackle retailers, sporting goods retailers, hunting chain/department stores, discount mass merchant stores, distributors, manufacturers, sales representatives, and others allied to the field including outdoor writers, press, and media.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	65
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	120
Digital _____	-
All Other _____	240
<b>TOTAL</b>	<b>425</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,224	100.0	11,174	99.6	50	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,224</b>	<b>100.0</b>	<b>11,174</b>	<b>99.6</b>	<b>50</b>	<b>0.4</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
January/February _____	10,616
March _____	11,782
April _____	11,824
May _____	11,066
June _____	10,833

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
This issue is 1.8% or 198 copies below the average of the other 4 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Archery Retailers/Dealers (Note 1) _____	6,113	55.2
Distributors _____	190	1.7
Manufacturers _____	1,933	17.5
Others Allied to the Field including outdoor writers/press/media, buyers, sales representatives, etc. _____	2,830	25.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,066</b>	<b>100.0</b>

Note 1: Archery Retailers/Dealers include archery pro shops/retailers, gun/firearms retailers, fishing/tackle retailers, sporting goods retailers, hunting chain/department stores, and discount mass merchant stores.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____	4,025	1,035	763	5,823	52.6
II. *Other Than Request: _____	2,568	2,674	1	5,243	47.4
III. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,593</b>	<b>3,709</b>	<b>764</b>	<b>11,066</b>	<b>100.0</b>
<b>PERCENT</b>	<b>59.6</b>	<b>33.5</b>	<b>6.9</b>	<b>100.0</b>	

\*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	347	3.1	PACIFIC	505	4.6
MIDDLE ATLANTIC	1,615	14.6	UNITED STATES	11,016	99.5
EAST NO. CENTRAL	3,188	28.8	969 & 004-009 U.S. Territories	1	-
WEST NO. CENTRAL	1,248	11.3	CANADA	29	0.3
SOUTH ATLANTIC	1,533	13.8	MEXICO	-	-
EAST SO. CENTRAL	882	8.0	OTHER INTERNATIONAL	20	0.2
WEST SO. CENTRAL	820	7.4	APO/FPO	-	-
MOUNTAIN	878	7.9	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,066</b>	<b>100.0</b>

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: _____	10,204	10,036	10,002	10,092	12,307	11,224
Qualified Non-Paid: _____	10,146	9,971	9,945	10,051	12,267	11,174
Qualified Paid: _____	58	65	57	41	40	50
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: 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.

**ADDITIONAL DATA**

**CHANGE IN FREQUENCY:**

Effective with the January 2011 issue, Inside Archery changed its frequency from 10 to 9 issues per year

**PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 1 copies or -% to 1,594 copies or 14.4%, including 2011 ATA Show Attendee List. Manufacturer's, distributor's, and wholesaler's lists include 3 sources of circulation for quantities of 221 copies or 2.0% to 1,367 copies or 12.4%, including 2010 Kinsey's Archery Dealer List. Other sources include 3 sources of circulation for quantities of 2 or -% to 561 or 5.1%, including lists of people affiliated with the industry.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2011
Sherry Krenz, Publisher/Founder	State	Colorado
Greg Wolfe, Circulation Director	County	El Paso
(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 15, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
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	I276P0J1