



Audit Bureau
of Circulations

GARDEN & GUN

For the six months ended December 31, 2010

Field Served: GARDEN & GUN is a dynamic southern lifestyle magazine that captures the soul of the South, the sporting culture, the food, the music, the art, the literature and the ideas. It targets an affluent audience of active men and women with a strong connection to the land and a passion for all things southern.

Published by Indigo Acquisition LLC

Frequency: 6 times/year

ABC Member # 04-0356-8

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Garden & Gun

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	146,505	69.7			
Verified	49,900	23.7			
Total Paid & Verified Subscriptions	196,405	93.4			
Single Copy Sales	13,767	6.6			
Total Paid & Verified Circulation	210,172	100.0	200,000	10,172	5.1

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription	\$19.97		
Average Subscription Price Annualized (6 issue frequency)		\$15.40	
Average Subscription Price per Copy		\$2.57	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Aug./Sept.	147,768	49,900	197,668	14,800	212,468
Oct./Nov.	146,539	49,900	196,439	12,500	208,939
Dec./Jan.	145,207	49,900	195,107	14,000	209,107

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2010

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		150,260	70.8
Verified	N/A		N/A		N/A		N/A		49,900	23.5
Total Paid & Verified Subscriptions	N/A		N/A		N/A		N/A		200,160	94.3
Single Copy Sales	N/A		N/A		N/A		N/A		12,159	5.7
Total Paid & Verified Circulation	N/A		N/A		N/A		N/A		212,319	100.0
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		\$15.40	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	109,334	52.0
Award Point*	33,206	15.8
Club/Membership:		
Non-Deductible	2,057	1.0
Sponsored Sales	1,908	0.9
TOTAL PAID SUBSCRIPTIONS	146,505	69.7
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	49,900	23.7
TOTAL VERIFIED SUBSCRIPTIONS	49,900	23.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	196,405	93.4
SINGLE COPY SALES		
Single Issue Sales	13,767	6.6
TOTAL SINGLE COPY SALES	13,767	6.6
TOTAL PAID & VERIFIED CIRCULATION	210,172	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Hotels/Lodges	Doctor/Health Care Providers	Personal Care Salons	Fitness/Recreational Facilities	Business/Professional Services	Other	Total Public Place Copies
Public Place	16,500	15,152	10,689	4,486	2,654	419	49,900

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the August/September 2010 issue

Total paid & verified circulation of this issue was 1.1% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	8,549	1,543	10,092	781	10,873
Arizona	1,078		1,078	47	1,125
Arkansas	2,276	271	2,547	84	2,631
California	5,379		5,379	194	5,573
Colorado	1,191		1,191	173	1,364
Connecticut	954		954	46	1,000
Delaware	273	50	323	13	336
District of Columbia	516	50	566	87	653
Florida	14,706	7,906	22,612	1,636	24,248
Georgia	14,447	6,303	20,750	2,209	22,959
Idaho	348		348		348
Illinois	2,160		2,160	170	2,330
Indiana	1,528		1,528	122	1,650
Iowa	540		540	17	557
Kansas	739		739	48	787
Kentucky	4,056	1,085	5,141	251	5,392
Louisiana	3,852	448	4,300	276	4,576
Maine	341		341	9	350
Maryland	2,939	5,207	8,146	122	8,268
Massachusetts	1,424		1,424	45	1,469
Michigan	2,132	122	2,254	240	2,494
Minnesota	1,105		1,105	49	1,154
Mississippi	3,889	276	4,165	254	4,419
Missouri	1,691		1,691	133	1,824
Montana	434		434	3	437
Nebraska	365		365	31	396
Nevada	476		476	7	483
New Hampshire	297		297	13	310
New Jersey	1,444	60	1,504	83	1,587
New Mexico	659		659	8	667
New York	3,573	148	3,721	296	4,017
North Carolina	12,437	3,122	15,559	2,602	18,161
North Dakota	134		134	8	142

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	2,559		2,559	248	2,807
Oklahoma	1,174	25	1,199	55	1,254
Oregon	726		726	13	739
Pennsylvania	2,507		2,507	130	2,637
Rhode Island	365		365	8	373
South Carolina	9,766	2,085	11,851	1,423	13,274
South Dakota	164		164	5	169
Tennessee	8,965	1,906	10,871	956	11,827
Texas	11,368	13,614	24,982	567	25,549
Utah	449		449	20	469
Vermont	169		169	1	170
Virginia	9,269	5,379	14,648	1,146	15,794
Washington	1,331		1,331	34	1,365
West Virginia	936	300	1,236	26	1,262
Wisconsin	973		973	72	1,045
Wyoming	183		183	3	186
TOTAL 48 CONTERMINOUS STATES	146,836	49,900	196,736	14,764	211,500
Alaska	280		280	7	287
Hawaii	413		413	10	423
TOTAL ALASKA & HAWAII	693		693	17	710
U.S. Unclassified					
TOTAL UNITED STATES	147,529	49,900	197,429	14,781	212,210
Poss. & Other Areas	44		44	1	45
U.S. & POSS., etc.	147,573	49,900	197,473	14,782	212,255
Canada	59		59	18	77
International	62		62		62
Other Unclassified					
Military or Civilian					
Personnel Overseas	74		74		74
GRAND TOTAL	147,768	49,900	197,668	14,800	212,468

ANALYSIS BY ABCD COUNTY SIZE for the August/September 2010 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2010

A. DURATION		%		C. CHANNELS		%	
(a) One to six months (1 to 3 issues)	398	0.5		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	70,207	93.4	
(b) Seven to eleven months (4 to 5 issues)	66	0.1		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,018	1.4	
(c) Twelve months (6 issues)	62,696	83.5		(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	2,504	3.3	
(d) Thirteen to twenty-four months	11,888	15.8		(d) Subscriptions as part of membership in an organization, See Par. 9(f)	1,418	1.9	
(e) Twenty-five months and more	99	0.1		Total Subscriptions Sold in Period	75,147	100.0	
Total Subscriptions Sold in Period	75,147	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	75,147	100.0					
(b) Ordered with material reprinted from this publication	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	75,147	100.0					

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$39.97. International, 1 yr. \$54.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 10,824 copies per issue.

(c) Post expiration copies: None.

(d) Award Point Subscriptions: The average of 33,206 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 23,995 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 16 issues for \$21.00, in exchange for the redemption of 700 miles at the rate of \$0.03 per mile.

An average of 9,211 copies per issue represents copies purchased through the redemption of award points. These subscriptions were sold at 16 issues for \$36.00 in exchange for the redemption of award points ranging in value from \$0.015 to \$1.00 per point.

(e) Club/Membership Subscription Sales (Non-Deductible): The average of 2,057 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of The Garden & Gun Club. There are 3 levels of membership: \$35.00, \$100.00 and \$500.00 per year. \$19.97 of the club/membership fee is allocated for a 1 yr. subscription to GARDEN & GUN and is non-deductible.

(f) Sponsored Subscription Sales: The average of 1,908 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

10. VARIANCE

Latest released Audit Report for 4 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-09	200,000	213,135	*		

*Initial Audit for four month period ending June 30, 2009 - Publisher's Statements not required

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Indigo Acquisition LLC

GARDEN & GUN, published by Indigo Acquisition LLC • 409 King Street • Charleston, SC 29403

GARY MICHELSON

Consumer Marketing Director

P: 843.795.1195 • F: 843.795.1512 • URL: www.gardenandgun.com

REBECCA DARWIN

President & CEO

Date Signed: January 31, 2011

Established: 2007

ABC Member since: 2009

04-0356-8	Analyzed Issue Date	08-09/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.95
	Association Subscription Price	
	U.S. Subscription Price	19.97
	Canadian Subscription Price	39.97
	International Subscription Price	54.97