

Annual Frequency: 6 times/year

**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 Garden & Gun Magazine LLC

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
325,210	40,730	365,940	350,000	15,940

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb/Mar	319,702	4,671	324,373	41,014	365,387
Apr/May	311,269	14,483	325,752	39,693	365,445
Jun/Jul	313,282	12,223	325,505	41,482	366,987
<b>Average</b>	<b>314,751</b>	<b>10,459</b>	<b>325,210</b>	<b>40,730</b>	<b>365,940</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	310,995	85.0
Club/Membership: Nondeductible	147	0.0
Sponsored Subscriptions	3,609	1.0
<b>Total Paid Subscriptions</b>	<b>314,751</b>	<b>86.0</b>
<b>Verified Subscriptions</b>		
Public Place	6,667	1.8
Individual Use	3,792	1.0
<b>Total Verified Subscriptions</b>	<b>10,459</b>	<b>2.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>325,210</b>	<b>88.9</b>
<b>Single Copy Sales</b>		
Single Issue	40,730	11.1
<b>Total Single Copy Sales</b>	<b>40,730</b>	<b>11.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>365,940</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.98		
Average Subscription Price Annualized (3)		\$16.23	
Average Subscription Price per Copy		\$2.71	

- (1) For statement period  
 (2) Represents subscriptions for the 12 month period ended December 31, 2015  
 (3) Based on the following issue per year frequency: 6

### ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	312,500	352,499	352,499		
6/30/2014	287,500	313,524	313,524		
6/30/2013	262,500	285,130	285,130		

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**ADDITIONAL ANALYSIS OF VERIFIED**

	Print
<b>Public Place</b>	
Doctor/Health Care Providers	3,909
Fitness/Recreational Facilities	187
Personal Care Salons	2,571
<b>Total Public Place</b>	<b>6,667</b>
<b>Individual Use</b>	
Ordered/Payment Not Received	3,792
<b>Total Individual Use</b>	<b>3,792</b>

**RATE BASE**

Rate base shown in Executive Summary is for paid and verified circulation.

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Club/Membership: Nondeductible:** Copies served where the subscription was included in the dues of an organization The subscription was nondeductible from dues.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 4,938

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 18,746

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 Alliance for Audited Media's bylaws and rules.

Parent Company: The Allee Group LLC

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REBECCA DARWIN

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