



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, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
352,311	44,211	396,522	375,000	21,522

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb/Mar	336,865	11,801	348,666	40,901	389,567
Apr/May	338,202	12,451	350,653	53,367	404,020
Jun/Jul	346,136	11,478	357,614	38,366	395,980
Average	340,401	11,910	352,311	44,211	396,522

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Individual Subscriptions	336,721	84.9
Club/Membership: Nondeductible	44	0.0
Sponsored Subscriptions	3,636	0.9
Total Paid Subscriptions	340,401	85.8
Verified Subscriptions		
Public Place	10,000	2.5
Individual Use	1,910	0.5
Total Verified Subscriptions	11,910	3.0
Total Paid & Verified Subscriptions	352,311	88.9
Single Copy Sales		
Single Issue	44,211	11.1
Total Single Copy Sales	44,211	11.1
Total Paid & Verified Circulation	396,522	100.0

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.98		
Average Subscription Price Annualized (3)		\$15.24	
Average Subscription Price per Copy		\$2.54	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2016
- (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
6/30/2016	337,500	365,283	365,283		
6/30/2015	312,500	352,499	352,499		
6/30/2014	287,500	313,524	313,524		

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ADDITIONAL ANALYSIS OF VERIFIED

	Print
Public Place	
Doctor/Health Care Providers	6,284
Fitness/Recreational Facilities	277
Personal Care Salons	3,439
Total Public Place	10,000
Individual Use	
Ordered/Payment Not Received	1,910
Total Individual Use	1,910

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.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 34,650

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 16,958

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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