

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
375,234	35,499	410,733	400,000	10,733

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Feb/Mar	356,719	6,961	363,680	11,709		11,709	375,389	33,346		33,346	401,774	6,961	408,735
Apr/May	358,083	6,103	364,186	14,028		14,028	378,214	37,832		37,832	409,943	6,103	416,046
Jun/Jul	355,348	3,899	359,247	12,852		12,852	372,099	35,318		35,318	403,518	3,899	407,417
Average	356,717	5,654	362,371	12,863		12,863	375,234	35,499		35,499	405,079	5,654	410,733

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	352,286	533	352,819	85.9
Multi-Title Digital Programs		5,121	5,121	1.2
Sponsored Subscriptions	4,431		4,431	1.1
Total Paid Subscriptions	356,717	5,654	362,371	88.2
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	2,863		2,863	0.7
Total Verified Subscriptions	12,863		12,863	3.1
Total Paid & Verified Subscriptions	369,580	5,654	375,234	91.4
Single Copy Sales				
Single Issue	35,499		35,499	8.6
Total Single Copy Sales	35,499		35,499	8.6
Total Paid & Verified Circulation	405,079	5,654	410,733	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	387,500	406,560	406,560		
6/30/2017	362,500	383,826	383,826		
6/30/2016	337,500	365,283	365,283		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$19.98	\$15.24	
Average Subscription Price per Copy		\$2.54	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2018
- (3) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	6,767		6,767
Fitness/Recreational Facilities	264		264
Personal Care Salons	2,969		2,969
Total Public Place Copies	10,000		10,000
Individual Use			
Ordered/Payment Not Received	2,863		2,863
Total Individual Use Copies	2,863		2,863

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%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 25,145

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 17,664

Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Apple News	764	764	3.0	2,292
Texture	4,357	4,357	2.3	9,958

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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