

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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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 The Allee Group LLC

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
385,957	29,080	415,037	400,000	15,037

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	361,071	10,505	371,576	11,697		11,697	383,273	21,960		21,960	394,728	10,505	405,233
Apr/May	361,490	15,442	376,932	12,185		12,185	389,117	32,015		32,015	405,690	15,442	421,132
Jun/Jul	360,804	12,716	373,520	11,959		11,959	385,479	33,265		33,265	406,028	12,716	418,744
Average	361,122	12,888	374,010	11,947		11,947	385,957	29,080		29,080	402,149	12,888	415,037

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	356,164	619	356,783	86.0
Multi-Title Digital Programs		12,269	12,269	3.0
Sponsored Subscriptions	4,958		4,958	1.2
Total Paid Subscriptions	361,122	12,888	374,010	90.1
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,947		1,947	0.5
Total Verified Subscriptions	11,947		11,947	2.9
Total Paid & Verified Subscriptions	373,069	12,888	385,957	93.0
Single Copy Sales				
Single Issue	29,080		29,080	7.0
Total Single Copy Sales	29,080		29,080	7.0
Total Paid & Verified Circulation	402,149	12,888	415,037	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	400,000	412,409	412,409		
6/30/2019	400,000	412,733	412,733		
6/30/2018	387,500	406,560	406,560		

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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	\$15.48	
Average Subscription Price per Copy		\$2.58	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(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	7,136		7,136
Fitness/Recreational Facilities	410		410
Personal Care Salons	2,454		2,454
Total Public Place Copies	10,000		10,000
Individual Use			
Ordered/Payment Not Received	1,947		1,947
Total Individual Use Copies	1,947		1,947

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: 45,689

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,462

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 14,079

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	12,269	12,269	2.2	27,333

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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