

Publisher's Statement

6 months ended June 30, 2022, 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
381,059	25,113	406,172	400,000	6,172

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	360,109	10,028	370,137	12,057		12,057	382,194	27,380		27,380	399,546	10,028	409,574
Apr/May	360,311	8,795	369,106	12,229		12,229	381,335	21,232		21,232	393,772	8,795	402,567
Jun/Jul	360,509	8,064	368,573	11,076		11,076	379,649	26,727		26,727	398,312	8,064	406,376
Average	360,310	8,962	369,272	11,787		11,787	381,059	25,113		25,113	397,210	8,962	406,172

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	354,469	609	355,078	87.4
Multi-Title Digital Programs		8,353	8,353	2.1
Sponsored Subscriptions	5,841		5,841	1.4
Total Paid Subscriptions	360,310	8,962	369,272	90.9
Verified Subscriptions				
Public Place	10,000		10,000	2.5
Individual Use	1,787		1,787	0.4
Total Verified Subscriptions	11,787		11,787	2.9
Total Paid & Verified Subscriptions	372,097	8,962	381,059	93.8
Single Copy Sales				
Single Issue	25,113		25,113	6.2
Total Single Copy Sales	25,113		25,113	6.2
Total Paid & Verified Circulation	397,210	8,962	406,172	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	400,000	417,241	417,241		
6/30/2020	400,000	412,409	412,409		
6/30/2019	400,000	412,733	412,733		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$19.98	
Average Subscription Price Annualized (2)		\$16.98
Average Subscription Price per Copy		\$2.83

(1) Represents subscriptions for the 6 month period ended June 30, 2022

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
 Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Medical/Dental	6,246		6,246
Personal Care	3,405		3,405
Other - Public Place	349		349
Total Public Place Copies	10,000		10,000
Individual Use			
Individually Requested	1,787		1,787
Total Individual Use Copies	1,787		1,787

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: 28,065

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,456

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 12,112

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	8,353	8,353	2.4	20,429

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
 Garden & Gun, published by The Allee Group LLC * 701 East Bay Street, No. 115 * Charleston, SC 29403

GARY MICHELSON
 Vice President, Consumer Marketing
 P: 843.795.1195 * URL: www.gardenandgun.com
 Established: 2007

REBECCA DARWIN
 President & CEO
 AAM Member since: 2010