

Publisher's Statement

6 months ended June 30, 2023, Subject to Audit

Learn more about this media property at auditedmedia.com



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								
Γ	Total								
	Paid & Verified	Single	Total	Rate	Variance				
	Subscriptions	CopySales	Circulation	Base	to Rate Base				
Γ	402,501	21,206	423,707	400,000	23,707				

TC	TOTAL CIRCULATION BY ISSUE													
		Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total			
				Total			Total	Total			Total	Total	Paid & Verified	Total
			Digital	Paid		Digital	Verified	Paid & Verified		Digital	Single Copy	Paid & Verified	Circulation	Paid & Verified
	Issue	Print	Issue	Subscriptions	Print	Issue	Subscriptions	Subscriptions	Print	Issue	Sales	Circulation - Print	- Digital Issue	Circulation
	Feb/Mar	365,222	14,008	379,230	11,644		11,644	390,874	23,137		23,137	400,003	14,008	414,011
	Apr/May	363,954	49,561	413,515	12,093		12,093	425,608	20,243		20,243	396,290	49,561	445,851
	Jun/Jul	366,202	13,330	379,532	11,489		11,489	391,021	20,237		20,237	397,928	13,330	411,258
	Average	365,126	25,633	390,759	11,742	·	11,742	402,501	21,206		21,206	398,074	25,633	423,707

		Digital		
	Print	Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	359,213	783	359,996	85.0
Multi-Title Digital Programs		24,850	24,850	5.9
Sponsored Subscriptions	5,913		5,913	1.4
Total Paid Subscriptions	365,126	25,633	390,759	92.2
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,742		1,742	0.4
Total Verified Subscriptions	11,742		11,742	2.8
Total Paid & Verified Subscriptions	376,868	25,633	402,501	95.0
Single Copy Sales				
Single Issue	21,206		21,206	5.0
Total Single Copy Sales	21,206		21,206	5.0
Total Paid & Verified Circulation	398,074	25,633	423,707	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS								
Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference			
6/30/2022	400,000	410,468	410,468					
6/30/2021	400,000	417,241	417,241					
6/30/2020	400,000	412,409	412,409					

Visit auditedmedia.com Media Intelligence Center for audit reports

PRICES						
	Suggested Retail Prices	Average Price(1)				
Single Copy	\$7.99					
Subscription	\$19.98					
Average Subscription Price Annualized (2)		\$16.38				
Average Subscription Price per Copy		\$2.73				

- (1) Represents subscriptions for the 6 month period ended June 30, 2023
- (2) Based on the following issue per year frequency: 6

Copyright © 2023 All rights reserved. 04-0356-8

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	6,365		6,365
Personal Care	3,295		3,295
Other - Public Place	340		340
Total Public Place Copies	10,000		10,000
Individual Use	·		
Individually Requested	1,742		1,742
Total Individual Use Copies	1,742		1,742

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: 17,951

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 974

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 12,258

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	24,850	24,850	2.0	50,849

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 REBECCA DARWIN
Vice President, Consumer Marketing President & CEO
P: 843.795.1195 * URL: www.gardenandgun.com

Established: 2007 AAM Member since: 2010