

Publisher's Statement

6 months ended June 30, 2023, 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
402,501	21,206	423,707	400,000	23,707

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	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

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital 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		

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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

