

**Publisher's Statement**

**6 months ended December 31, 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
392,969	20,342	413,311	400,000	13,311

**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			
Aug/Sep	364,933	15,234	380,167	11,655		11,655	391,822	21,995		21,995	398,583	15,234	413,817
Oct/Nov	367,822	14,876	382,698	11,837		11,837	394,535	17,407		17,407	397,066	14,876	411,942
Dec/Jan	368,270	13,163	381,433	11,119		11,119	392,552	21,625		21,625	401,014	13,163	414,177
<b>Average</b>	<b>367,008</b>	<b>14,424</b>	<b>381,432</b>	<b>11,537</b>		<b>11,537</b>	<b>392,969</b>	<b>20,342</b>		<b>20,342</b>	<b>398,887</b>	<b>14,424</b>	<b>413,311</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	361,638	657	362,295	87.7
Multi-Title Digital Programs		13,767	13,767	3.3
Sponsored Subscriptions	5,370		5,370	1.3
<b>Total Paid Subscriptions</b>	<b>367,008</b>	<b>14,424</b>	<b>381,432</b>	<b>92.3</b>
<b>Verified Subscriptions</b>				
Public Place	10,000		10,000	2.4
Individual Use	1,537		1,537	0.4
<b>Total Verified Subscriptions</b>	<b>11,537</b>		<b>11,537</b>	<b>2.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>378,545</b>	<b>14,424</b>	<b>392,969</b>	<b>95.1</b>
<b>Single Copy Sales</b>				
Single Issue	20,342		20,342	4.9
<b>Total Single Copy Sales</b>	<b>20,342</b>		<b>20,342</b>	<b>4.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>398,887</b>	<b>14,424</b>	<b>413,311</b>	<b>100.0</b>

**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)		\$16.02
Average Subscription Price per Copy		\$2.67

(1) Represents subscriptions for the 6 month period ended December 31, 2023

(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
<b>Public Place</b>			
Medical/Dental	6,339		6,339
Personal Care	3,329		3,329
Other - Public Place	332		332
<b>Total Public Place Copies</b>	<b>10,000</b>		<b>10,000</b>
<b>Individual Use</b>			
Individually Requested	1,537		1,537
<b>Total Individual Use Copies</b>	<b>1,537</b>		<b>1,537</b>

**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: 15,432

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,200

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 12,188

**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	13,767	13,767	2.1	28,491

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.

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 Established: 2007

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