

Publisher's Statement

6 months ended June 30, 2024, 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
392,760	17,580	410,340	400,000	10,340

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	367,306	11,917	379,223	11,858	5,015	16,873	396,096	21,179	41	21,220	400,343	16,973	417,316
Apr/May	364,824	9,469	374,293	12,600	4,879	17,479	391,772	14,364	20	14,384	391,788	14,368	406,156
Jun/Jul	365,758	8,776	374,534	11,490	4,385	15,875	390,409	17,122	15	17,137	394,370	13,176	407,546
Average	365,963	10,054	376,017	11,983	4,760	16,743	392,760	17,555	25	17,580	395,501	14,839	410,340

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	360,474	1,172	361,646	88.1
Multi-Title Digital Programs		8,882	8,882	2.2
Sponsored Subscriptions	5,489		5,489	1.3
Total Paid Subscriptions	365,963	10,054	376,017	91.6
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,983	4,760	6,743	1.6
Total Verified Subscriptions	11,983	4,760	16,743	4.1
Total Paid & Verified Subscriptions	377,946	14,814	392,760	95.7
Single Copy Sales				
Single Issue	17,555	25	17,580	4.3
Total Single Copy Sales	17,555	25	17,580	4.3
Total Paid & Verified Circulation	395,501	14,839	410,340	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)		\$13.98
Average Subscription Price per Copy		\$2.33

(1) Represents subscriptions for the 6 month period ended June 30, 2024

(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	6,289		6,289
Personal Care	3,389		3,389
Other - Public Place	322		322
Total Public Place Copies	10,000		10,000
Individual Use			
Individually Requested	1,983	4,760	6,743
Total Individual Use Copies	1,983	4,760	6,743

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: 11,645

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,630

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 12,457

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
Readly	552	552	2.0	1,090
Apple News	8,330	8,330	2.2	18,087

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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