

Publisher's Statement

6 months ended December 31, 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
396,151	17,095	413,246	400,000	13,246

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	365,810	12,810	378,620	11,766	6,474	18,240	396,860	17,400	32	17,432	394,976	19,316	414,292
Oct/Nov	362,946	16,123	379,069	11,718	5,347	17,065	396,134	16,159	15	16,174	390,823	21,485	412,308
Dec/Jan	363,126	14,285	377,411	10,915	7,132	18,047	395,458	17,656	23	17,679	391,697	21,440	413,137
Average	363,961	14,406	378,367	11,466	6,318	17,784	396,151	17,072	23	17,095	392,499	20,747	413,246

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	358,365	1,200	359,565	87.0
Multi-Title Digital Programs		13,206	13,206	3.2
Sponsored Subscriptions	5,596		5,596	1.4
Total Paid Subscriptions	363,961	14,406	378,367	91.6
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,466	6,318	7,784	1.9
Total Verified Subscriptions	11,466	6,318	17,784	4.3
Total Paid & Verified Subscriptions	375,427	20,724	396,151	95.9
Single Copy Sales				
Single Issue	17,060	23	17,083	4.1
Sponsored Single Issue	12		12	0.0
Total Single Copy Sales	17,072	23	17,095	4.1
Total Paid & Verified Circulation	392,499	20,747	413,246	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	400,000	413,475	413,475		
6/30/2022	400,000	410,468	410,468		
6/30/2021	400,000	417,241	417,241		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$7.99	
Subscription	\$19.98	
Average Subscription Price Annualized (2)		\$14.64
Average Subscription Price per Copy		\$2.44

(1) Represents subscriptions for the 6 month period ended December 31, 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	6,225		6,225
Personal Care	3,458		3,458
Other - Public Place	317		317
Total Public Place Copies	10,000		10,000
Individual Use			
Individually Requested	1,466	6,318	7,784
Total Individual Use Copies	1,466	6,318	7,784

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: 12,594

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,863

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,922

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	12,733	12,733	2.2	28,048
Readly	473	473	2.2	1,022

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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