

Publisher's Statement

6 months ended June 30, 2025, 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
396,078	16,612	412,690	400,000	12,690

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	366,187	9,831	376,018	11,500	8,250	19,750	395,768	16,024	24	16,048	393,711	18,105	411,816
Apr/May	364,886	9,316	374,202	12,369	11,328	23,697	397,899	17,129	27	17,156	394,384	20,671	415,055
Jun/Jul	361,240	12,486	373,726	11,756	9,087	20,843	394,569	16,612	20	16,632	389,608	21,593	411,201
Average	364,104	10,544	374,648	11,875	9,555	21,430	396,078	16,588	24	16,612	392,567	20,123	412,690

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	358,578	2,166	360,744	87.4
Multi-Title Digital Programs		8,378	8,378	2.0
Sponsored Subscriptions	5,526		5,526	1.3
Total Paid Subscriptions	364,104	10,544	374,648	90.8
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,875	9,555	11,430	2.8
Total Verified Subscriptions	11,875	9,555	21,430	5.2
Total Paid & Verified Subscriptions	375,979	20,099	396,078	96.0
Single Copy Sales				
Single Issue	16,588	24	16,612	4.0
Total Single Copy Sales	16,588	24	16,612	4.0
Total Paid & Verified Circulation	392,567	20,123	412,690	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	\$9.99	
Subscription	\$19.98	
Average Subscription Price Annualized (2)		\$15.66
Average Subscription Price per Copy		\$2.61

(1) Represents subscriptions for the 6 month period ended June 30, 2025

(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	5,226		5,226
Personal Care	4,566		4,566
Other - Public Place	208		208
Total Public Place Copies	10,000		10,000
Individual Use			
Individually Requested	1,875	9,555	11,430
Total Individual Use Copies	1,875	9,555	11,430

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: 17,030

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,153

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,937

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	472	472	2.2	1,030
Apple News	7,906	7,906	2.3	18,243

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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