

Publisher's Statement

6 months ended December 31, 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
397,702	14,752	412,454	400,000	12,454

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	358,401	15,534	373,935	11,775	9,827	21,602	395,537	12,936	16	12,952	383,112	25,377	408,489
Oct/Nov	353,843	24,120	377,963	11,713	7,329	19,042	397,005	13,628	20	13,648	379,184	31,469	410,653
Dec/Jan	346,047	34,735	380,782	11,117	8,666	19,783	400,565	17,631	25	17,656	374,795	43,426	418,221
Average	352,764	24,796	377,560	11,535	8,607	20,142	397,702	14,732	20	14,752	379,031	33,423	412,454

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	347,529	16,461	363,990	88.2
Membership	27		27	0.0
Multi-Title Digital Programs		8,335	8,335	2.0
Sponsored Subscriptions	5,208		5,208	1.3
Total Paid Subscriptions	352,764	24,796	377,560	91.5
Verified Subscriptions				
Public Place	10,000		10,000	2.4
Individual Use	1,535	8,607	10,142	2.5
Total Verified Subscriptions	11,535	8,607	20,142	4.9
Total Paid & Verified Subscriptions	364,299	33,403	397,702	96.4
Single Copy Sales				
Single Issue	14,732	20	14,752	3.6
Total Single Copy Sales	14,732	20	14,752	3.6
Total Paid & Verified Circulation	379,031	33,423	412,454	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)		\$19.08
Average Subscription Price per Copy		\$3.18

(1) Represents subscriptions for the 6 month period ended December 31, 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	5,319		5,319
Personal Care	4,478		4,478
Other - Public Place	203		203
Total Public Place Copies	10,000		10,000
Individual Use			
Individually Requested	1,535	8,607	10,142
Total Individual Use Copies	1,535	8,607	10,142

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: 17,342

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 7,845

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 11,819

Miscellaneous: Multi-Title Digital circulation reported for this period may be understated due to a technical issue at a third-party vendor. AAM has confirmed that the vendor is working on a solution

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	7,900	7,900	2.2	17,360
Ready	435	435	2.1	913

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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