



north american WHITETAIL

2019 MEDIA KIT

NorthAmericanWhitetail.com



north american **WHITETAIL**

UNCHALLENGED

Other species have their fans — but the white-tailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as *North American Whitetail*. With its consistent delivery of content keyed to hardcore hunters and habitat managers, *NAW* remains the leading authority in the whitetail market. *North American Whitetail TV* brings the same quality of content and credibility to its avid audience on Sportsman Channel, while *NorthAmericanWhitetail.com* delivers the digital content online users want. Put it all together and you have a diverse media platform serving the largest single market in big-game hunting.



BIG BUCK PROFILE: Since North American Whitetail's first issue in 1982, the magazine has consistently featured the most newsworthy record bucks, offering readers a fascinating inside look at the locations, gear and tactics that have made deer-hunting history.

DR. DEER: His name is Dr. James Kroll, but to the whitetail community he's "Dr. Deer." In every issue, the founder and director of the Institute for White-tailed Deer Management & Research shares his immense knowledge of deer behavior, biology and private-land management.

GEAR WISE: Readers looking for the best equipment need solid info for making smart choices that will translate into tangible whitetail success. Our experts reveal what they need and why.

NAW CONSERVATION: We reveal key events and trends — some natural, others manmade — that currently impact the world of whitetails and those who pursue them.

GONE PUBLIC: Many passionate hunters take to public land each fall. DIY expert Bernie Barringer shares the inspirational stories of fellow hunters who have taken bragging bucks in the process.

HALL OF FAME: From experts right on down to rookies, hunters of all ages can enjoy trophy success. This department lets them to share photos of their proudest moments with fellow readers.

NORTH AMERICAN WHITETAIL TV: Viewers know to expect thrilling fair-chase hunting action and sound management advice from our iconic TV series. We deliver the content — and the ratings.

TRAILS & TAILS: Every hunter has stories. Some even are true. We share the best of them in this back-page feature, which celebrates the personal moments that make the whitetail culture unique.

MY STAND: With a deer-hunting career spanning well over a half-century, editor in Chief Gordon Whittington has his trigger finger squarely on the pulse of the whitetail world, giving him unique insights into topics on the minds of hunters and managers everywhere.



Each issue's departments delve into a broad range of topics, providing short but meaty content to augment the lengthier features that are the magazine's lifeblood.

Print Audience	668,016	Median Age	49.1
Circulation	111,336	Married	80.3%
Average Household Income	\$117,960	Have Children	84%
Average Net Worth	\$604,630	Employed	67.8%
Men/Women %	86/14	Retired	27.5%

HUNTING

- 72% have hunted for 30 years or more.
- 95.6% hunted deer in the past year.
- 57% hunt without family; 43% hunt with family; with 20+ hunting with an adult child 18+.

TRAVEL

- Readers spend an average of 31.8 days Hunting Whitetail Deer annually and an average of 38.6 days on other deer hunting related activities.
- Readers spend an average of 14.4 days on Overnight Deer Hunting trips annually.
- 69% travelled In-State Trip to Hunt Deer in past year.
- Out of state travel: 78% Midwest, 22% Northeast, 10% Southeast, 9% Southwest, 4% Canada – spending an average of \$1,582 per trip.

LAND

- 93% own a house; for hunting and recreation nearly half own their own land, with an average of 175 acres for hunting and recreational purposes.
- 20% of readers lease land, with an average of 707 acres for hunting and recreational purposes.
- 50% live in rural/exurban settings; nearly 30% live in cities or suburbs and 20% live in towns.

ATV/UTV/TRACTOR

- 45% own an ATV; 32% own a tractor; 18.5% own a UTV; 26% plan to buy an ATV, UTV or tractor in the coming year.

FIREARMS

- 91% Use Firearms to Hunt Deer.

Rifles

- 92% Own Centerfire Rifles for Deer Hunting.
- 74% Own a Bolt-Action Rifle; 35% Own a Lever-Action Rifle; 32% Own a Pump-Action Rifle; 31% Own a Semi-Auto Rifle; 16% Own an AR or Variant.

Muzzleloaders

- 64% Own Muzzleloaders for Deer Hunting; 60% In-Line; 9% Flintlock.

Shotguns

- 66% Own Shotguns for Deer Hunting.
- 48% Own a Pump-Action Shotgun; 29% Own an Auto-Loader Shotgun; 18% Own a Single-Shot Shotgun; 11% Own a Bolt Action Shotgun.

Optics

- 99% Own Optical Items.
- 95% Own Binoculars, 91% Own Variable-power Rifle Scope, 38% Own Fixed-Powered Rifle Scope.

BOWHUNTING

- Readers spend an average of 23.7 days Bowhunting
- 84% Use Bow/Crossbow to Hunt Deer
- 76% Bowhunt, 17% Crossbow Hunt
- 89% Own a Compound Bow; 35% Own a Crossbow; 20% Own a Recurve Bow; 9% Own a Longbow.

GEAR

- 86% of readers own a chainsaw.
- 80% Own a Trail Camera for Deer Hunting.

WHAT'S THE ULTIMATE DEER-HUNTING THRILL?

Most hardcore whitetailers would say it involves taking a trophy buck with archery gear. And the bowhunting scene continues to expand, as more developed areas see a trend toward non-firearms hunting regulations and other hunters seek extra challenge by turning to the bow.

ON TARGET WITH TODAY'S HUNTERS

FIREARMS

Firearms hunting remains hugely popular with the whitetail crowd with 91% using firearms to hunt deer, put venison on the table and keeping deer numbers.

We provide the content serious gun-lovers crave...

From expert advice on selecting and using all manner of firearms for whitetails; how-to content to help readers fill those gun tags (be it with a rifle out on the prairie, a slug gun in a Midwest corn field or a muzzleloader in a suburban woodlot in the Northeast); to debating new whitetail cartridges, telling how to coax a few more feet per second out of a slug gun to covering that new state-record muzzleloader buck and more...

ARCHERY

With 84% of readers being bowhunters, our audience is eager to absorb new archery info. From product news to expert tips on stand placement, they soak up every bit of our ample bow-and-arrow content all year long.

LAND MANAGEMENT MATTERS

Years ago, deer hunters simply hunted. But that's no longer the case. These days, serious whitetail enthusiasts are as interested in protecting the resource as they are in filling the freezer. Our goal is to create and maintain a thriving population. That's why NAW has a sharp focus on helping private-land hunters and landowners build their own "deer factories."

Through our research projects and partnerships, NAW has a long history of developing and implementing sound management practices. Working closely with Dr. James Kroll ("Dr. Deer") and other experts, we offer practical advice on identifying the key components of quality whitetail habitat and showing how to improve it.

Our mission is to make North America a better place for whitetails and those who hunt them.



For a whitetail hunter, the last few months leading into a new season are a time of great anticipation. While the hardcore deer hunter is always thinking about his favorite big-game animal, as summer turns to fall these core readers are joined by an increasing number of others seeking the latest and greatest info on gear and hunting tactics.

That makes our July, August, September and October prime time for marketing products and services to today's whitetail audience.

We kick off with our July GEAR GUIDE followed by our August DIY ISSUE, September HUNTING ANNUAL and October HOW-TO SPECIAL.

It's all about THE HUNT, and the hunt in large measure is about your product in action.

North American whitetail delivers a large scale audience of dedicated, passionate high-quality enthusiasts and outdoorsman coupled with the strongest editorial environment available to the whitetail products market.

With its release between the July Gear Guide and September Hunting Annual, our unique DIY Special hits this growing segment of the whitetail market just as interest in unguided deer hunting accelerates in mid-summer.



SPRING MANAGEMENT SPECIAL

Focus: Management Special

Key Features:

- Gear & Knowledge for Better Food Plots
- Assessing & Managing Deer Timber
- The Dog/Cat/Hog Challenge: Controlling Deer Predators
- Lessons Learned from Shed Antlers
- Common-Sense Buck Scouting

Equipment: Small tractors, food plot implements, chainsaws

AD CLOSE: December 6, 2018

ON SALE: February 5, 2019

JUNE FULL DRAW SPECIAL

Focus: Full Draw Archery Special

Key Features:

- Trail Cameras: Where & How Often?
- Off-Season Archery Practice
- Monster Bow Bucks from 2018
- Pick the Right Bowhunting Partner

Equipment: Vertical Bows, Arrows, Sights, Rests, Targets

AD CLOSE: March 19, 2019

ON SALE: May 14, 2019

JULY GEAR GUIDE

Focus: Pure Whitetail Bowhunting

Key Features:

- Dos & Don'ts of Shooting Lanes
- Getting an Edge with Hunting Apps
- Which Kind of Buck Are You Hunting?
- Crop Cycles & Archery Success
- Ground Blind Setups for Early Season

Equipment: Crossbows & Accessories, Broadheads, Rangefinders

AD CLOSE: April 22, 2019

ON SALE: June 18, 2019

AUGUST DIY SPECIAL

Focus: DIY Special

Key Features:

- Researching Public Land Options
- Tips for a Smooth Whitetail Road Trip
- Scouting New Places from Home
- Bow vs. Gun for Better DIY Odds?
- Monster Bucks Taken on Public Land

Equipment: Lightweight Deer Gear, Backpacks, E-Bikes

AD CLOSE: May 24, 2019

ON SALE: July 23, 2019

RE-RELEASE: October 8, 2019

SEPTEMBER HUNTING ANNUAL

Focus: Attracting Whitetails

Key Features:

- Deer-Calling Advice from the Pros
- Easy & Effective Mock Scrapes
- Magnetic Food Plots for Autumn Action
- Fooling Smart Bucks with Decoys
- Home on the Range: Dialing In for Gun Season

Equipment: Rifles, Ammunition, Optics

AD CLOSE: June 24, 2019

ON SALE: August 20, 2019

RE-RELEASE: November 19, 2019

OCTOBER HOW-TO SPECIAL

Focus: How-To Special

Key Features:

- Rattling Bucks Before the Rut
- Are You Too High in the Tree?
- How Crop Harvest Affects Deer
- Warm-Weather Scent Control
- Lessons Taught by Huge Bucks

Equipment: Stands, Blinds, Stand Safety Gear, ATVs, UTVs

AD CLOSE: July 22, 2019

ON SALE: September 17, 2019

NOVEMBER RUT SPECIAL

Focus: Rut Special

Key Features:

- Mobile Tactics for the Rut
- Pinpointing Red-Hot Funnels
- Do Rutting Bucks Have Patterns?
- Mega-Deer of the 2018 Rut

Equipment: Calls, Scents, Cold-Weather Apparel

AD CLOSE: August 26, 2019

ON SALE: October 22, 2019

DECEMBER/JANUARY LATE-SEASON SPECIAL

Focus: Celebrate the Season

Key Features:

- Ground Blinds for Late-Season Bucks
- Crowd-Pleasing Holiday Venison Dishes
- Great Tales of 2018 Trophy Success
- Guide to Late-Season Whitetail Hotspots

Equipment: Muzzleloaders & Accessories

AD CLOSE: October 4, 2019

ON SALE: December 3, 2019

ISSUE	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
SPRING MANAGEMENT SPECIAL	12/6/18	2/5/19
JUNE FULL DRAW SPECIAL	3/19/19	5/14/19
JULY GEAR GUIDE	4/22/19	6/18/19
AUGUST DIY SPECIAL	5/24/19	7/23/19 & 10/8/2019
SEPTEMBER HUNTING ANNUAL	6/24/19	8/20/19 & 11/19/19
OCTOBER HOW-TO SPECIAL	7/22/19	9/17/19
NOVEMBER RUT SPECIAL	8/26/19	10/22/19
DECEMBER/JANUARY LATE-SEASON SPECIAL	10/4/19	12/3/19





HOG HUNTING

With wild hog populations on the rise across the whitetail's range, it's more important than ever for today's hard-core deer habitat managers to stay informed on the latest hog control strategies, hunting and trapping tips and equipment. Send your marketing message to the serious hog hunting population with the publication they rely on to make them more successful.

Inside 2019

- Feral Hog Hunting Tactics & Strategies
- Latest Technology & Gear for Night Hunting
- Guns & Archery Products That Get It Done
- Wild Pork Preparation Tips
- Much More Great Info!

Hog Hunting 1 Distribution: 77,500

Ad Close: 11/20/18 On-Sale: 1/29/19

Hog Hunting 2 Distribution: 77,500

Ad Close: 9/3/19 On-Sale: 11/5/19

Special Rates:

Full-Page	4-Color	\$2,295
Half-Page	4-Color	\$1,195
Third-Page	4-Color	\$830
Quarter-Page	4-Color	\$595

Effective January 1, 2019

4-Color	Gross	1X	4X	6X	8X
	Full Page	\$7,952	\$7,559	\$7,155	\$6,758
	2/3 Page	6,042	5,734	5,432	5,135
	1/2 Page	4,843	4,599	4,360	4,122
	1/3 Page	3,570	3,390	3,209	3,034

2-Color		1X	4X	6X	8X
	Full Page	\$6,886	\$6,53	\$6,195	\$5,850
	2/3 Page	5,214	4,959	4,700	4,434
	1/2 Page	4,180	3,962	3,761	3,555
	1/3 Page	3,092	2,928	2,785	2,631

B & W		1X	4X	6X	8X
	Full Page	\$6,005	\$5,702	\$5,400	\$5,103
	2/3 Page	4,259	4,047	3,835	3,623
	1/2 Page	3,422	3,247	3,077	2,907
	1/3 Page	2,393	2,275	2,154	2,031
	1/4 Page	1,925	1,830	1,729	1,352
	1/6 Page	1,327	1,258	1,194	1,130

Covers		1X	4X	6X	8X
	Cover 2	\$8,885	\$8,435	\$7,994	\$7,554
	Cover 3	8,487	8,063	7,638	7,219
	Cover 4	10,041	9,538	9,033	8,535

On-The-Trail		2X	4X	8X
	Ad unit			
BW	1 inch	\$239	\$228	\$202
	4/C	350	340	313
BW	2 inch	14	372	345
	4/C	525	478	451
BW	3 inch	594	515	483
	4/C	737	652	621
BW	4 inch	780	647	626
	4/C	950	817	790
4/C only	9 inch	1,703	1,618	1,533
	3.5. X 4.5	1,703	1,618	1,533
4/C	1/2 page	3,034	2,923	2,812

Pro Shop		2X	4X	8X
4/C	1/4 page	\$1,703	\$1,618	\$1,533

Using North American Whitetail as a key marketing tool allows a client to put its message in front of serious deer enthusiasts at an extremely cost-effective rate.

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 3/4 w x 10 1/2 h

1. Two Page Spread
Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two Page One-Half Horizontal
Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. Full Page
Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. Two-Third Vertical
Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. One-Half Vertical
Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

6. One-Half Horizontal
Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

7. One-Third Vertical
Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

8. One-Third Square
Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

10. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

11. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

12. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

13. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

14. One-Eighth Page
Non-Bleed: 2.125 x 3.5

15. One Inch Banner
Non-Bleed: 6.75 x 1

16. Two Inch Banner
Non-Bleed: 6.75 x 2

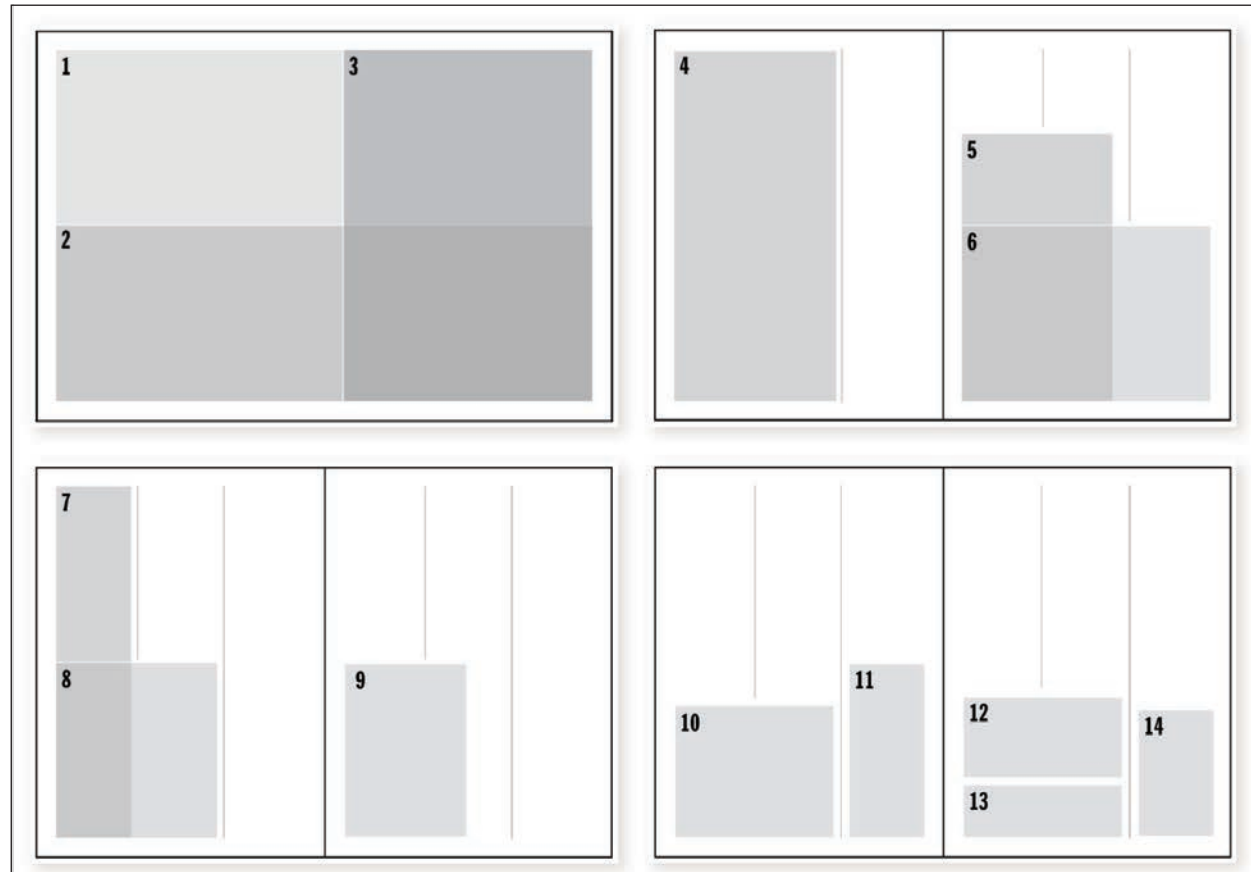
17. Eight Inch Vertical
Non-Bleed: 2.125 x 8

18. Seven Inch Vertical
Non-Bleed: 2.125 x 7

19. Six Inch Vertical
Non-Bleed: 2.125 x 6

20. One Inch 2-Column
Non-Bleed: 4.375 x 1

21. One Inch Vertical
Non-Bleed: 2.125 x 1



“ON-THE-TRAIL” SIZES

One Inch
1.75w x 1h

Two Inch Vertical
1.75w x 2.125h

Two Inch Horizontal
3.5625w x 1h

Three Inch Vertical
1.75w x 3.25h

Four Inch Vertical
1.75w x 4.375h

Four Inch Horizontal
3.5625w x 2.125h

Nine Inch
3.5625w x 4.5h

“PRO SHOP” SIZES
One-Quarter Vertical
3.25w x 4.5h

One-Sixth Vertical
2.25w x 4.5h

CONTINUED ▶

SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed — 1/8" outside the trim. Elements that “bleed” off trimmed page should extend at least 1/8" beyond trim.

Trim — The edge of the page.

Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Terms and Conditions

- 1** The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
- 2** Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
- 3** Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
- 4** Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- 5** The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
- 6** Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7** No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8** The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9** The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- 10** The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- 11** This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

General Production Information:

Production Manager
North American Whitetail
2 News Plaza, 2nd Floor
Peoria, IL 61614
309-679-5085
kathryn.mcglathlen@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed: 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

Trim: The edge of the page.

Safety: ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Advertising File Requirements:

OSG requires that ads be submitted in PDF/X-1a format.

Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

Advertising File Submission:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

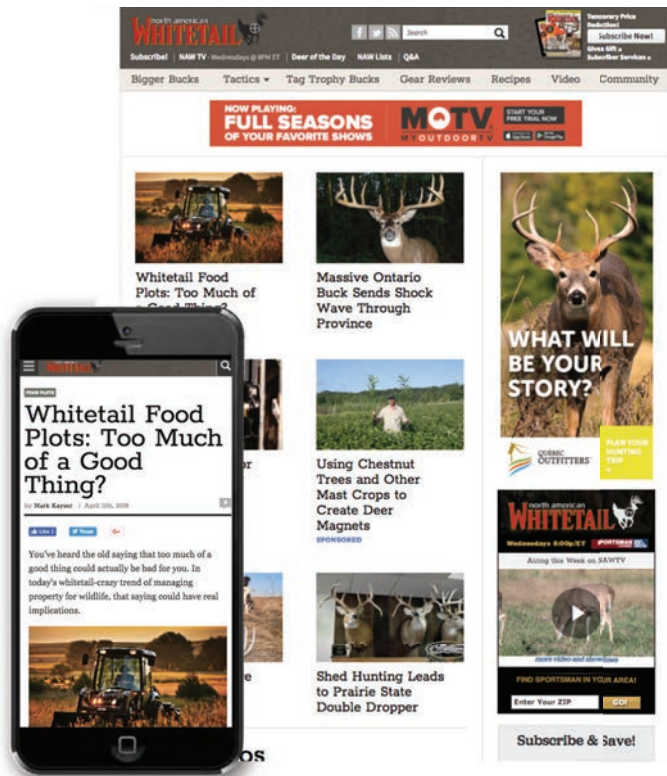
osg.sendmyad.com


Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG’s general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



The whitetailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as **North American Whitetail**. With its consistent delivery of content keyed to hardcore hunters and habitat managers, NAW remains the leading authority in the whitetail market.



106k 
Avg. Monthly Uniques

40.2 
Median Age

Average HHI	\$76,900
Male (%)	89%
Annual Page Views	4,206,258
Avg. Time Spent	1:42
Pages Per Session	2.9
Traffic From Mobile/Tablet	69%
eNewsletter Subscribers	45,100
Social Media Followers	54,600

Annual Frequency: 8 times/year

Field Served: Magazine devoted to the serious trophy deer hunter.

Published by: Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
103,322	8,014	111,336	None Claimed	

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			
Dec/Jan	87,154	922	88,076	13,944		13,944	102,020	11,079	22	11,101	112,177	944	113,121
Feb/Spring	77,497	795	78,292	13,821	10,000	23,821	102,113	8,013	11	8,024	99,331	10,806	110,137
Jun	77,695	779	78,474	17,359	10,000	27,359	105,833	4,900	19	4,919	99,954	10,798	110,752
Average	80,782	832	81,614	15,041	6,667	21,708	103,322	7,997	17	8,014	103,820	7,516	111,336

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	80,782	832	81,614	73.3
Total Paid Subscriptions	80,782	832	81,614	73.3
Verified Subscriptions				
Public Place	14,405	6,667	21,072	18.9
Individual Use	636		636	0.6
Total Verified Subscriptions	15,041	6,667	21,708	19.5
Total Paid & Verified Subscriptions	95,823	7,499	103,322	92.8
Single Copy Sales				
Single Issue	7,997	17	8,014	7.2
Total Single Copy Sales	7,997	17	8,014	7.2
Total Paid & Verified Circulation	103,820	7,516	111,336	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$11.44	
Average Subscription Price per Copy		\$1.43	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

(3) Based on the following issue per year frequency: 8

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	None Claimed	128,537	128,537		
6/30/2016	None Claimed	132,207	132,207		
6/30/2015	None Claimed	134,366	134,366		

Visit www.auditedmedia.com Media Intelligence Center for audit reports

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	6,658		6,658
Doctor/Health Care Providers		6,667	6,667
Fitness/Recreational Facilities	1		1
Personal Care Salons	7,197		7,197
Specialty Locations/Retail	549		549
Total Public Place Copies	14,405	6,667	21,072
Individual Use			
Ordered/Payment Not Received	636		636
Total Individual Use Copies	636		636

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 6,548

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 101

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