

MAGAZINE

Publisher's Statement

Six months ended June 30, 2013

Subject to Audit

American Handgunner

Field Served: Handgun hunters, collectors and hobbyists. Contents include articles on combat shooting, self-defense shooting, reloading, hunting, collecting and pistolsmithing.

Published by Publishers Development Corporation

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	79,976	58.9			
Verified					
Total Paid & Verified Subscriptions	79,976	58.9			
Single Copy Sales	55,804	41.1			
Total Paid & Verified Circulation	135,780	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription	\$19.75		
Average Subscription Price Annualized (6 issue frequency)		\$13.92	
Average Subscription Price per Copy		\$2.32	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2012.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	78,272		78,272	53,118	131,390
Mar./Apr.	77,703		77,703	61,588	139,291
May/June	83,953		83,953	52,707	136,660

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	67,506	55.4	65,457	53.1	64,476	52.5	75,606	58.6	79,731	59.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	67,506	55.4	65,457	53.1	64,476	52.5	75,606	58.6	79,731	59.9
Single Copy Sales	54,451	44.6	57,842	46.9	58,308	47.5	53,341	41.4	53,455	40.1
Total Paid & Verified Circulation	121,957	100.0	123,299	100.0	122,784	100.0	128,947	100.0	133,186	100.0
Year Over Year Percent of Change		6.0		1.1		-0.4		5.0		3.3
Avg. Annualized Subscription Price	\$13.56		\$14.22		\$14.76		\$13.95		\$13.38	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	79,976	58.9
TOTAL PAID SUBSCRIPTIONS	79,976	58.9
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	79,976	58.9
SINGLE COPY SALES		
Single Issue Sales	55,804	41.1
TOTAL SINGLE COPY SALES	55,804	41.1
TOTAL PAID & VERIFIED CIRCULATION	135,780	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the May/June 2013 issue

Total paid & verified circulation of this issue was 0.6% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,111	1,111	1,111	1,446	2,557
Arizona	2,549	2,549	2,549	1,074	3,623
Arkansas	875	875	875	55	930
California	5,874	5,874	5,874	2,610	8,484
Colorado	2,026	2,026	2,026	866	2,892
Connecticut	903	903	903	110	1,013
Delaware	349	349	349	91	440
District of Columbia	15	15	15	10	25
Florida	5,097	5,097	5,097	3,406	8,503
Georgia	1,859	1,859	1,859	2,229	4,088
Idaho	810	810	810	42	852
Illinois	2,943	2,943	2,943	1,164	4,107
Indiana	2,225	2,225	2,225	869	3,094
Iowa	1,133	1,133	1,133	262	1,395
Kansas	1,127	1,127	1,127	942	2,069
Kentucky	1,377	1,377	1,377	732	2,109
Louisiana	898	898	898	46	944
Maine	457	457	457	8	465
Maryland	920	920	920	378	1,298
Massachusetts	939	939	939	149	1,088
Michigan	3,679	3,679	3,679	3,505	7,184
Minnesota	1,612	1,612	1,612	545	2,157
Mississippi	597	597	597	27	624
Missouri	2,359	2,359	2,359	1,078	3,437
Montana	698	698	698	825	1,523
Nebraska	558	558	558	384	942
Nevada	1,070	1,070	1,070	177	1,247
New Hampshire	543	543	543	1,337	1,880
New Jersey	1,086	1,086	1,086	883	1,969
New Mexico	833	833	833	60	893
New York	2,810	2,810	2,810	660	3,470
North Carolina	2,634	2,634	2,634	3,414	6,048
North Dakota	263	263	263	324	587
Ohio	4,097	4,097	4,097	1,414	5,511
Oklahoma	1,276	1,276	1,276	140	1,416
Oregon	1,608	1,608	1,608	43	1,651
Pennsylvania	4,238	4,238	4,238	2,601	6,839
Rhode Island	173	173	173	22	195
South Carolina	1,303	1,303	1,303	1,002	2,305
South Dakota	258	258	258	653	911
Tennessee	2,089	2,089	2,089	1,106	3,195
Texas	6,787	6,787	6,787	8,691	15,478
Utah	766	766	766	852	1,618
Vermont	221	221	221	4	225
Virginia	2,390	2,390	2,390	1,231	3,621
Washington	2,483	2,483	2,483	2,033	4,516
West Virginia	702	702	702	352	1,054
Wisconsin	1,696	1,696	1,696	1,147	2,843
Wyoming	458	458	458	12	470
TOTAL 48 CONTER-MINOUS STATES	82,774	82,774	82,774	51,011	133,785
Alaska	356	356	356	341	697
Hawaii	157	157	157	61	218
TOTAL ALASKA & HAWAII	513	513	513	402	915
U.S. Unclassified					
TOTAL UNITED STATES	83,287	83,287	83,287	51,413	134,700
Poss. & Other Areas	76	76	76	1	77
U.S. & POSS., etc.	83,363	83,363	83,363	51,414	134,777
Canada	94	94	94		94
International	475	475	475	1,293	1,768
Other Unclassified					
Military or Civilian					
Personnel Overseas	21	21	21		21
GRAND TOTAL	83,953	83,953	83,953	52,707	136,660

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2013 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2013

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	37,759	100.0
(b) Seven to eleven months (4 to 5 issues)	96	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (6 issues)	24,413	64.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	10,606	28.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,644	7.0	Total Subscriptions Sold in Period	37,759	100.0
Total Subscriptions Sold in Period	37,759	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	30,815	81.6			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	6,944	18.4			
Total Subscriptions Sold in Period	37,759	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.75.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,246
copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,793 or 6.0% of average paid subscription circulation.

(d) Use of Premiums: A CD, with a value of 95¢, was offered with 1 year subscriptions sold at \$19.75 and 2 year subscriptions sold at \$30.75.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2011; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-11	None Claimed	127,793	128,947	-1,154	-0.9
12-31-10	None Claimed	120,043	122,784	-2,741	-2.2
12-31-09	None Claimed	114,359	123,299	-8,940	-7.3
12-31-08	None Claimed	118,432	121,958	-3,526	-2.9
12-31-07	None Claimed	113,891	115,010	-1,119	-1.0

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.

Parent Company: Publisher's Development Corporation

AMERICAN HANDGUNNER, published by Publishers Development Corporation • 12345 World Trade Dr. • San Diego, CA 92109

THOMAS HOLLANDER

ROY HUNTINGTON

Date Signed: August 6, 2013

Vice President

Publisher

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Established: 1976 AAM Member since: 1978

04-0032-0	Analyzed Issue Date	05-06/01/13
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.95
	Association Subscription Price	
	U.S. Subscription Price	19.75
	Canadian Subscription Price	
	International Subscription Price	