

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

ArrowTrade Publishing Company
 3479 409th Avenue NW
 Braham, MN 55006
 Tel.: (320) 396-3473
 Fax: (320) 396-3206
 arrowtrademagazine.com
 arrowtrademag.com
 timdehn@arrowtrademag.com

Established in 1997, **ARROWTRADE** is the Bowhunting Equipment Authority for the archery industry. Subscribers rely on it for the latest product information, news, scientific testing and advice on how to operate their businesses more professionally and profitably. A complete digital version is available online to both industry subscribers and avid archers.

FIELD SERVED

ARROWTRADE serves retailers plus wholesalers/distributors and manufacturers. Also included are independent sales representatives and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, owners, managers, sales/service people and buyers for sporting goods stores, gun stores or archery pro shops and other specialty retailers serving bowhunters or competitive and recreational archers, and others allied to the field including company copies as well as the manufacturers, distributors, ad agencies and sales reps within the bowhunting industry, and other paid subscribers.

CHANNELS

ARROWTRADE MAGAZINE



3 Issues in the period
 12,505 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ARROWTRADE MAGAZINE (3 issues in the period)	12,505	-	12,505

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	190
Allocated for Trade Shows and Conventions	30
All Other	854
TOTAL	1,074

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,750	94.0	11,750	94.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	755	6.0	755	6.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,505	100.0	12,505	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Total Qualified
July	1,486	637	11,168
September	403	2,117	12,882
November	365	947	13,464
TOTAL	2,254	3,701	

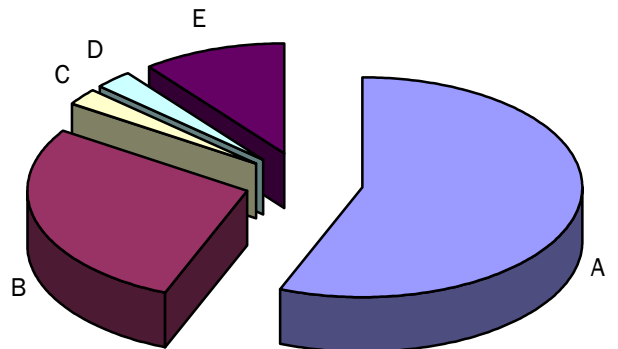
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
 This issue is 12.0% or 1,439 copies above the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	*TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers	7,557	56.1
Manufacturers	3,792	28.2
Wholesalers/ Distributors	340	2.5
Independent Sales Representatives	352	2.6
Others Allied To The Field	1,423	10.6
TOTAL QUALIFIED CIRCULATION	13,464	100.0

*Note: Qualified recipients include presidents, owners, managers, salespeople and buyers for sporting goods stores, gun stores or for the archery pro shops and other specialty retailers serving bowhunters or competitive and recreational archers, and others allied to the field including company copies as well as the manufacturers, distributors, ad agencies and sales reps within the bowhunting industry, and other paid subscribers.

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Retailers	7,557	56.1
B Manufacturers	3,792	28.2
C Wholesalers/Distributors	340	2.5
D Independent Sales Representatives	352	2.6
E Others Allied to the Field	1,423	10.6
TOTAL QUALIFIED CIRCULATION	13,464	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent	
	1 Year	2 Years	3 Years			
I. Direct Request:	2,574	1,757	898	5,229	38.8	
II. Request from recipient's company:	1,373	454	121	1,948	14.5	
III. Membership Benefit:	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	6	5	12	23	0.2	
V. TOTAL – Sources other than above (listed alphabetically):	3,948	702	1,614	6,264	46.5	
Association rosters and directories	-	-	-	-	-	
*Business directories	722	223	66	1,011	7.5	
*Manufacturer's, distributor's, and wholesaler's lists	450	216	105	771	5.7	
*Other sources	2,776	263	1,443	4,482	33.3	
VI. Single Copy Sales:	-	-	-	-	-	
	TOTAL QUALIFIED CIRCULATION	7,901	2,918	2,645	13,464	100.0
	PERCENT	58.7	21.7	19.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	6,989	51.9
Individuals by name only	3,478	25.8
Titles or functions only	2,233	16.6
Company names only	37	0.3
Multi-Copy Same Addressee copies	727	5.4
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	13,464	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	13,636	14,863	14,588	14,346	12,700	12,505
Qualified Non-Paid:	13,629	14,855	14,580	14,339	12,688	12,505
Qualified Paid:	7	8	8	7	12	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	**NC

*NOTE: July – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	384	
New Hampshire	63		Tennessee	339	
Vermont	51		Alabama	313	
Massachusetts	127		Mississippi	189	
Rhode Island	23		EAST SO. CENTRAL	1,225	9.1
Connecticut	104		Arkansas	206	
NEW ENGLAND	411	3.1	Louisiana	187	
New York	650		Oklahoma	163	
New Jersey	201		Texas	622	
Pennsylvania	851		WEST SO. CENTRAL	1,178	8.7
MIDDLE ATLANTIC	1,702	12.6	Montana	175	
Ohio	669		Idaho	101	
Indiana	543		Wyoming	55	
Illinois	513		Colorado	251	
Michigan	818		New Mexico	35	
Wisconsin	734		Arizona	117	
EAST NO. CENTRAL	3,277	24.4	Utah	186	
Minnesota	483		Nevada	32	
Iowa	196		MOUNTAIN	952	7.1
Missouri	452		Alaska	35	
North Dakota	48		Washington	138	
South Dakota	72		Oregon	186	
Nebraska	97		California	308	
Kansas	177		Hawaii	11	
WEST NO. CENTRAL	1,525	11.3	PACIFIC	678	5.0
Delaware	23		UNITED STATES	12,889	95.7
Maryland	135		U.S. Territories	1	
Washington, DC	12		Canada	467	
Virginia	305		Mexico	4	
West Virginia	169		Other International	102	
North Carolina	330		APO/FPO	1	
South Carolina	183				
Georgia	447				
Florida	337				
SOUTH ATLANTIC	1,941	14.4			
			TOTAL QUALIFIED CIRCULATION	13,464	100.0

ADDITIONAL DATA

PARAGRAPH 3a:

The November 2016 issue is 12.0% or 1,439 copies above the average of the other 2 issues reported in Paragraph 2.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 64 copies or 0.5% to 723 copies or 5.4%.
 Manufacturer's, distributor's, and wholesaler's lists include 6 sources of circulation for quantities of 1 copy or -% to 450 copies or 3.3%.
 Other sources include 17 sources of circulation for quantities of 1 copy or -% to 2,360 copies or 17.5%, including 50 ATA16.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tim Dehn, Publisher

Rachel Jaye Givens, Copy Editor/Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

December 28, 2016

State

Minnesota

County

Isanti

Received by BPA Worldwide

December 28, 2016

Type

BJ

ID Number

A314B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.