

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



4 Issues in the period  
 12,748 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ARROWTRADE MAGAZINE</b> (4 issues in the period)	12,748	-	12,748

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	88
Allocated for Trade Shows and Conventions	28
All Other	202
<b>TOTAL</b>	<b>318</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,103	94.9	12,103	94.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	645	5.1	645	5.1	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,748</b>	<b>100.0</b>	<b>12,748</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Number Removed	Number Added	Total Qualified
January	757	33	12,740
March	1,056	134	11,818
April	40	1,315	13,093
May	199	447	13,341
<b>TOTAL</b>	<b>2,052</b>	<b>1,929</b>	

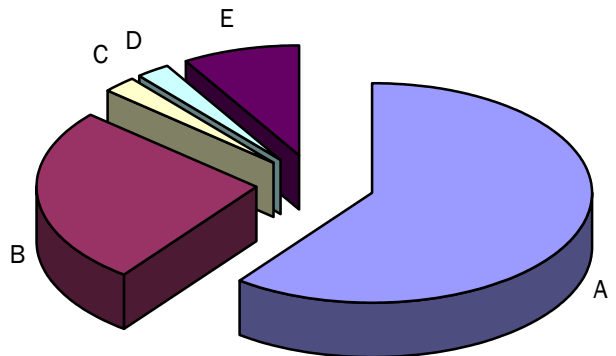
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 6.3% or 791 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	*TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers	8,028	60.2
Manufacturers	3,499	26.2
Wholesalers/ Distributors	329	2.5
Independent Sales Representatives	337	2.5
Others Allied To The Field	1,148	8.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,341</b>	<b>100.0</b>

\*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	8,028	60.2
B Manufacturers	3,499	26.2
C Wholesalers/Distributors	329	2.5
D Independent Sales Representatives	337	2.5
E Others Allied to the Field	1,148	8.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,341</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,470	2,029	1,724	5,223	39.2
II. Request from recipient's company:	615	915	410	1,940	14.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	4	7	7	18	0.1
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>2,657</b>	<b>3,037</b>	<b>466</b>	<b>6,160</b>	<b>46.2</b>
Association rosters and directories	-	-	-	-	-
*Business directories	-	578	277	855	6.4
*Manufacturer's, distributor's, and wholesaler's lists	443	207	-	650	4.9
*Other sources	2,214	2,252	189	4,655	34.9
VI. Single Copy Sales:	-	-	-	-	-
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,746</b>	<b>5,988</b>	<b>13,341</b>	<b>100.0</b>
	<b>PERCENT</b>	<b>35.6</b>	<b>44.9</b>	<b>19.5</b>	<b>100.0</b>

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	7,211	54.1
Individuals by name only	2,495	18.7
Titles or functions only	2,983	22.4
Company names only	32	0.2
Multi-Copy Same Addressee copies	620	4.6
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,341</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	14,863	14,588	14,346	12,700	12,505	12,748
Qualified Non-Paid:	14,855	14,580	14,339	12,688	12,505	12,748
Qualified Paid:	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	**NC	**NC

\*NOTE: July 2016 – June 2017 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 MAY 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	50		Kentucky	350	
New Hampshire	74		Tennessee	277	
Vermont	52		Alabama	290	
Massachusetts	123		Mississippi	180	
Rhode Island	23		<b>EAST SO. CENTRAL</b>	<b>1,097</b>	<b>8.2</b>
Connecticut	99		Arkansas	186	
<b>NEW ENGLAND</b>	<b>421</b>	<b>3.2</b>	Louisiana	155	
New York	615		Oklahoma	164	
New Jersey	172		Texas	595	
Pennsylvania	833		<b>WEST SO. CENTRAL</b>	<b>1,100</b>	<b>8.2</b>
<b>MIDDLE ATLANTIC</b>	<b>1,620</b>	<b>12.2</b>	Montana	150	
Ohio	664		Idaho	109	
Indiana	533		Wyoming	55	
Illinois	511		Colorado	246	
Michigan	766		New Mexico	48	
Wisconsin	714		Arizona	160	
<b>EAST NO. CENTRAL</b>	<b>3,188</b>	<b>23.9</b>	Utah	192	
Minnesota	453		Nevada	56	
Iowa	184		<b>MOUNTAIN</b>	<b>1,016</b>	<b>7.6</b>
Missouri	400		Alaska	34	
North Dakota	47		Washington	164	
South Dakota	70		Oregon	213	
Nebraska	99		California	510	
Kansas	170		Hawaii	10	
<b>WEST NO. CENTRAL</b>	<b>1,423</b>	<b>10.7</b>	<b>PACIFIC</b>	<b>931</b>	<b>7.0</b>
Delaware	23		<b>UNITED STATES</b>	<b>12,629</b>	<b>94.7</b>
Maryland	130		U.S. Territories	1	
Washington, DC	12		Canada	575	
Virginia	295		Mexico	5	
West Virginia	161		Other International	130	
North Carolina	323		APO/FPO	1	
South Carolina	174				
Georgia	395				
Florida	320				
<b>SOUTH ATLANTIC</b>	<b>1,833</b>	<b>13.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,341</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 3 sources of circulation for quantities of 61 copies or 0.5% to 579 copies or 4.3%. Manufacturer's, distributor's, and wholesaler's lists include 4 sources of circulation for quantities of 1 copy or -% to 443 copies or 3.3%. Other sources include 28 sources of circulation for quantities of 1 copy or -% to 2,252 copies or 16.9%, 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	Date signed	June 22, 2017
Rachel Jaye Givens, Copy Editor/Circulation Manager	State	Minnesota
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Isanti
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	June 22, 2017
This unaudited brand report has been checked against the previous audit report.	Type	BJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	A314B0J7

**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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.