

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.

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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  
 13,961 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ARROWTRADE MAGAZINE</b> (3 issues in the period)	13,961	-	13,961

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	89
Allocated for Trade Shows and Conventions	37
All Other	233
<b>TOTAL</b>	<b>359</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,369	95.8	13,369	95.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	592	4.2	592	4.2	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,961</b>	<b>100.0</b>	<b>13,961</b>	<b>100.0</b>	-	-

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

2017 Issue	Number Removed	Number Added	Total Qualified
July	191	29	13,179
September	134	1,477	14,522
November	553	214	14,183
<b>TOTAL</b>	<b>878</b>	<b>1,720</b>	

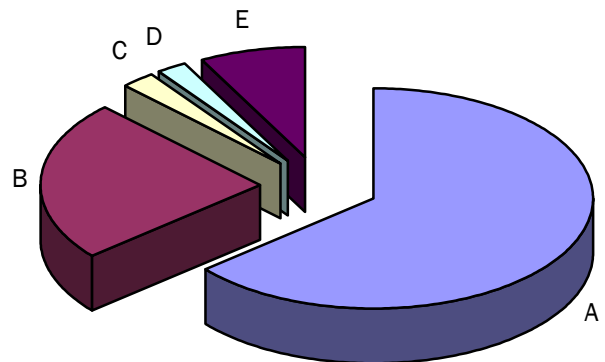
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**  
 This issue is 2.4% or 332 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	*TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers	9,055	63.8
Manufacturers	3,377	23.8
Wholesalers/ Distributors	328	2.3
Independent Sales Representatives	323	2.3
Others Allied To The Field	1,100	7.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,183</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	9,055	63.8
B Manufacturers	3,377	23.8
C Wholesalers/Distributors	328	2.3
D Independent Sales Representatives	323	2.3
E Others Allied to the Field	1,100	7.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,183</b>	<b>100.0</b>



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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,032	2,372	1,568	4,972	35.1
II. Request from recipient's company:	202	1,342	420	1,964	13.8
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	5	7	4	16	0.1
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,293</b>	<b>3,451</b>	<b>487</b>	<b>7,231</b>	<b>51.0</b>
Association rosters and directories	-	-	-	-	-
*Business directories	-	541	206	747	5.3
*Manufacturer's, distributor's, and wholesaler's lists	-	437	118	555	3.9
*Other sources	3,293	2,473	163	5,929	41.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,532</b>	<b>7,172</b>	<b>2,479</b>	<b>14,183</b>	<b>100.0</b>
<b>PERCENT</b>	<b>31.9</b>	<b>50.6</b>	<b>17.5</b>	<b>100.0</b>	

\*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	6,977	49.2
Individuals by name only	2,415	17.0
Titles or functions only	4,188	29.5
Company names only	29	0.2
Multi-Copy Same Addressee copies	574	4.1
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,183</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	Audited Data	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	14,588	14,346	12,700	12,505	12,748	13,961
Qualified Non-Paid:	14,580	14,339	12,688	12,505	12,748	13,961
Qualified Paid:	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	**NC	**NC	**NC

\*NOTE: July – December 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 NOVEMBER 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	65		Kentucky	396	
New Hampshire	78		Tennessee	305	
Vermont	56		Alabama	323	
Massachusetts	117		Mississippi	198	
Rhode Island	22		<b>EAST SO. CENTRAL</b>	<b>1,222</b>	<b>8.6</b>
Connecticut	98		Arkansas	225	
<b>NEW ENGLAND</b>	<b>436</b>	<b>3.1</b>	Louisiana	180	
New York	639		Oklahoma	176	
New Jersey	173		Texas	649	
Pennsylvania	869		<b>WEST SO. CENTRAL</b>	<b>1,230</b>	<b>8.7</b>
<b>MIDDLE ATLANTIC</b>	<b>1,681</b>	<b>11.8</b>	Montana	168	
Ohio	691		Idaho	125	
Indiana	541		Wyoming	55	
Illinois	502		Colorado	250	
Michigan	777		New Mexico	57	
Wisconsin	724		Arizona	166	
<b>EAST NO. CENTRAL</b>	<b>3,235</b>	<b>22.8</b>	Utah	209	
Minnesota	451		Nevada	57	
Iowa	189		<b>MOUNTAIN</b>	<b>1,087</b>	<b>7.7</b>
Missouri	433		Alaska	35	
North Dakota	51		Washington	162	
South Dakota	77		Oregon	216	
Nebraska	104		California	520	
Kansas	174		Hawaii	14	
<b>WEST NO. CENTRAL</b>	<b>1,479</b>	<b>10.4</b>	<b>PACIFIC</b>	<b>947</b>	<b>6.7</b>
Delaware	26		<b>UNITED STATES</b>	<b>13,333</b>	<b>94.0</b>
Maryland	142		U.S. Territories	2	
Washington, DC	11		Canada	617	
Virginia	300		Mexico	5	
West Virginia	180		Other International	225	
North Carolina	357		APO/FPO	1	
South Carolina	188				
Georgia	429				
Florida	383				
<b>SOUTH ATLANTIC</b>	<b>2,016</b>	<b>14.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,183</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 3 sources of circulation for quantities of 51 copies or 0.4% to 542 copies or 3.8%. Manufacturer's, distributor's, and wholesaler's lists include 4 sources of circulation for quantities of 1 copy or -% to 437 copies or 3.1%. Other sources include 35 sources of circulation for quantities of 1 copy or -% to 2,196 copies or 15.5%, including 50 ATA16.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Rachel Givens, Managing Editor/Circulation Manager	Date signed	December 26, 2017
Tim Dehn, Publisher	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	December 26, 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	A314B0D7

**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.