



Audit Bureau
of Circulations

SHOOTING SPORTSMAN

The Magazine of Wingshooting & Fine Guns

For the six months ended June 30, 2007

Field Served: SHOOTING SPORTSMAN, The Magazine of Wingshooting & Fine Guns, is directed at upland hunters, waterfowlers, clay shooters and shotgun enthusiasts. It provides worldwide coverage of game, dogs and the sporting life as well as guns and the people who make and use them.

Published by Down East Enterprise, Inc.

Frequency: 6 times/year

ABC Member # 04-1102-9

Shooting Sportsman,
The Magazine of Wingshooting & Fine Guns

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Paid & Verified Magazine
Publisher's Statement

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	24,654	76.5			
Verified					
Total Paid & Verified Subscriptions	24,654	76.5			
Single Copy Sales	7,567	23.5			
Total Paid & Verified Circulation	32,221	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription	\$32.00		
Average Subscription Price Annualized (6 issue frequency)		\$25.79	
Average Subscription Price per Copy		\$4.30	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	24,415		24,415	7,687	32,102
Mar./Apr.	24,749		24,749	6,866	31,615
May/June	24,799		24,799	8,148	32,947

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

For six months ended June 30, 2007

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	24,618	80.4	25,340	80.3	26,182	80.2	25,376	76.4	25,179	76.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	24,618	80.4	25,340	80.3	26,182	80.2	25,376	76.4	25,179	76.8
Single Copy Sales	5,992	19.6	6,214	19.7	6,451	19.8	7,855	23.6	7,597	23.2
Total Paid & Verified Circulation	30,610	100.0	31,554	100.0	32,633	100.0	33,231	100.0	32,776	100.0
Year Over Year Percent of Change Paid & Verified Rate Base		6.3		3.1		3.4		1.8		-1.4
	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$24.96		\$25.28		\$26.57		\$26.04		\$25.45	

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*	24,654	76.5
TOTAL PAID SUBSCRIPTIONS	24,654	76.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	24,654	76.5
SINGLE COPY SALES		
Single Issue Sales	7,567	23.5
TOTAL SINGLE COPY SALES	7,567	23.5
TOTAL PAID & VERIFIED CIRCULATION	32,221	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 January/February, 2007 issue

Total paid & verified circulation of this issue was 0.4% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	422		422	99	521
Arizona	398		398	84	482
Arkansas	191		191	44	235
California	1,855		1,855	450	2,305
Colorado	656		656	117	773
Connecticut	469		469	85	554
Delaware	57		57	22	79
District of Columbia	38		38	20	58
Florida	925		925	208	1,133
Georgia	883		883	308	1,191
Idaho	274		274	105	379
Illinois	935		935	240	1,175
Indiana	468		468	148	616
Iowa	266		266	63	329
Kansas	369		369	49	418
Kentucky	286		286	89	375
Louisiana	286		286	70	356
Maine	179		179	51	230
Maryland	479		479	147	626
Massachusetts	471		471	123	594
Michigan	951		951	470	1,421
Minnesota	624		624	263	887
Mississippi	212		212	26	238
Missouri	467		467	87	554
Montana	282		282	106	388
Nebraska	246		246	43	289
Nevada	170		170	47	217
New Hampshire	191		191	37	228
New Jersey	614		614	149	763
New Mexico	126		126	24	150
New York	1,060		1,060	241	1,301
North Carolina	742		742	255	997
North Dakota	80		80	23	103

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	795		795	348	1,143
Oklahoma	247		247	59	306
Oregon	336		336	105	441
Pennsylvania	996		996	695	1,691
Rhode Island	81		81	23	104
South Carolina	442		442	115	557
South Dakota	123		123	30	153
Tennessee	491		491	463	954
Texas	1,877		1,877	138	2,015
Utah	146		146	116	262
Vermont	129		129	18	147
Virginia	780		780	191	971
Washington	591		591	312	903
West Virginia	101		101	41	142
Wisconsin	633		633	151	784
Wyoming	150		150	17	167
TOTAL 48 CONTER-MINOUS STATES	23,590		23,590	7,115	30,705
Alaska	184		184	72	256
Hawaii	46		46	16	62
TOTAL ALASKA & HAWAII	230		230	88	318
U.S. Unclassified					
TOTAL UNITED STATES	23,820		23,820	7,203	31,023
Poss. & Other Areas	25		25	5	30
U.S. & POSS., etc.	23,845		23,845	7,208	31,053
Canada	172		172	286	458
International	380		380	193	573
Other Unclassified					
Military or Civilian					
Personnel Overseas	18		18		18
GRAND TOTAL	24,415		24,415	7,687	32,102

ANALYSIS BY ABCD COUNTY SIZE for the January/February, 2007 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, 2007

A. DURATION		%
(a) One to six months (1 to 3 issues)	2	0.0
(b) Seven to eleven months (4 to 5 issues)	11	0.1
(c) Twelve months (6 issues)	8,400	75.6
(d) Thirteen to twenty-four months	1,862	16.7
(e) Twenty-five months and more	841	7.6
Total Subscriptions Sold in Period	11,116	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	10,508	94.5
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	608	5.5
Total Subscriptions Sold in Period	11,116	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	10,297	92.6
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	671	6.1
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	148	1.3
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	11,116	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$60.00; 3 yrs. \$80.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,267 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,142 or 4.6% of average paid subscription circulation.

(d) Use of Premiums: A Fine Gun calendar, with a value of \$12.95, was offered with Internet subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; 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)
06-30-06	None Claimed	33,375	33,121	254	0.8
06-30-05	None Claimed	32,929	33,076	-147	-0.4
06-30-04	None Claimed	31,377	31,817	-440	-1.4
06-30-03	None Claimed	31,197	31,118	79	0.3
06-30-02	None Claimed	29,775	29,856	-81	-0.3

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Down East Enterprise, Inc.

SHOOTING SPORTSMAN, THE MAGAZINE OF WINGSHOOTING AND FINE GUNS, published by Down East Enterprise, Inc. • P.O. Box 679 • Camden, ME 04843

LORRAINE HEDGER
Circulation Director

JOHN VIEHMAN

Vice President, Group Publisher Sales Office: Rockport, ME 800-766-1670

Date Signed: July 24, 2007

P: 207.594.9544 • F: 207.594.7215 • URL: www.shootingsportsman.com

Established: 1988 ABC Member since: 2001

04-1102-9	Analyzed Issue Date	01-02/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.95
	Association Subscription Price	
	U.S. Subscription Price	32.00
	Canadian Subscription Price	
	International Subscription Price	