

SHOOTING SPORTSMAN SUBSCRIBERS

— *DEMOGRAPHIC HIGHLIGHTS* —

READERSHIP:

Paid and verified circulation: **33,020**

Total readership: **70,000+**

PERSONAL:

Average household income: **\$200,000**

College or graduate-school education: **93%**

HUNTING:

Average number of days afield last season: **22**

Average number of overnight bird-hunting trips last season: **3**

Almost half of our readers spent at least **\$3,000** on bird-hunting trips last season.

GUNS:

Average number of shotguns owned: **12**

Average cost of guns purchased last year: **\$3,700** each.

CLAY TARGET SHOOTING:

More than **85%** of subscribers shoot trap, skeet or sporting clays.

Average number of clay target outings last year: **28**

EXPENDITURES:

More than **70%** of subscribers spent at least **\$1,000** on wingshooting supplies and accessories last year.

More than **40%** spent at least **\$1,500** on wingshooting supplies and accessories last year.