

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

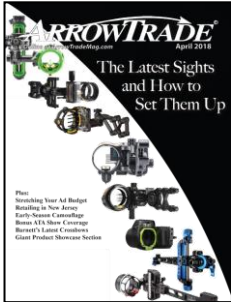
ARROWTRADE serves retailers plus wholesalers/distributors and manufacturers. Also included are independent sales representatives and others allied to the field.

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
 13,030 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARROWTRADE MAGAZINE (4 issues in the period)	13,030	-	13,030

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	39
Allocated for Trade Shows and Conventions	30
All Other	135
TOTAL	204

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,878	98.8	12,878	98.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	152	1.2	152	1.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,030	100.0	13,030	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
January	635	202	13,750
March	903	270	13,117
April	435	22	12,704
May	193	36	12,547
TOTAL	2,166	530	

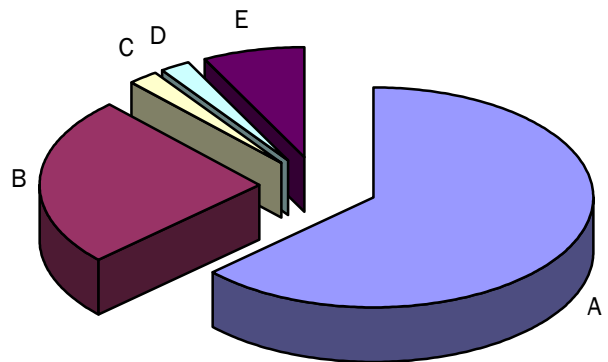
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 4.9% or 643 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified*	Percent of Total
Retailers	7,908	63.1
Manufacturers	3,141	25.0
Wholesalers/ Distributors	292	2.3
Independent Sales Representatives	278	2.2
Others Allied To The Field	928	7.4
TOTAL QUALIFIED CIRCULATION	12,547	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	7,908	63.1
B Manufacturers	3,141	25.0
C Wholesalers/Distributors	292	2.3
D Independent Sales Representatives	278	2.2
E Others Allied to the Field	928	7.4
TOTAL QUALIFIED CIRCULATION	12,547	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent	
	1 Year	2 Years	3 Years			
I. Direct Request:	1,507	1,237	1,791	4,535	36.2	
II. Request from recipient's company:	360	591	849	1,800	14.3	
III. Membership Benefit:	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	4	4	6	14	0.1	
V. TOTAL - Sources other than above (listed alphabetically):	1,404	2,109	2,685	6,198	49.4	
Association rosters and directories	-	-	-	-	-	
*Business directories	-	-	496	496	4.0	
*Manufacturer's, distributor's, and wholesaler's lists	-	408	111	519	4.1	
*Other sources	1,404	1,701	2,078	5,183	41.3	
VI. Single Copy Sales:	-	-	-	-	-	
	TOTAL QUALIFIED CIRCULATION	3,275	3,941	5,331	12,547	100.0
	PERCENT	26.1	31.4	42.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	6,760	53.9
Individuals by name only	2,288	18.2
Titles or functions only	3,473	27.7
Company names only	11	0.1
Multi-Copy Same Addressee copies	15	0.1
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	12,547	100.0

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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	14,346	12,700	12,505	12,748	13,961	13,030
Qualified Non-Paid:	14,339	12,688	12,505	12,748	13,961	13,030
Qualified Paid:	7	12	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$20.00	\$20.00	**NC	**NC	**NC	**NC

*NOTE: July 2017 - June 2018 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 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	354	
New Hampshire	70		Tennessee	253	
Vermont	53		Alabama	262	
Massachusetts	104		Mississippi	182	
Rhode Island	18		EAST SO. CENTRAL	1,051	8.4
Connecticut	85		Arkansas	199	
NEW ENGLAND	390	3.1	Louisiana	168	
New York	563		Oklahoma	152	
New Jersey	150		Texas	562	
Pennsylvania	750		WEST SO. CENTRAL	1,081	8.6
MIDDLE ATLANTIC	1,463	11.7	Montana	146	
Ohio	613		Idaho	113	
Indiana	467		Wyoming	50	
Illinois	457		Colorado	217	
Michigan	701		New Mexico	53	
Wisconsin	639		Arizona	149	
EAST NO. CENTRAL	2,877	22.9	Utah	196	
Minnesota	388		Nevada	49	
Iowa	171		MOUNTAIN	973	7.8
Missouri	385		Alaska	32	
North Dakota	50		Washington	148	
South Dakota	72		Oregon	201	
Nebraska	92		California	477	
Kansas	163		Hawaii	14	
WEST NO. CENTRAL	1,321	10.5	PACIFIC	872	6.9
Delaware	23		UNITED STATES	11,793	94.0
Maryland	123		U.S. Territories	1	
Washington, DC	10		Canada	531	
Virginia	266		Mexico	3	
West Virginia	157		Other International	219	
North Carolina	317		APO/FPO	-	
South Carolina	163				
Georgia	378				
Florida	328				
SOUTH ATLANTIC	1,765	14.1			
			TOTAL QUALIFIED CIRCULATION	12,547	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 496 copies or 4.0%. Manufacturer's, distributor's, and wholesaler's lists include 4 sources of circulation for quantities of 1 copy or -% to 408 copies or 3.3%. Other sources include 33 sources of circulation for quantities of 1 copy or -% to 2,078 copies or 16.6%, including 50 ATA16.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Rachel Jaye Givens, Managing Editor	Date signed	July 3, 2018
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
IMPORTANT NOTE:	Received by BPA Worldwide	July 3, 2018
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	A314B0J8

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.