

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

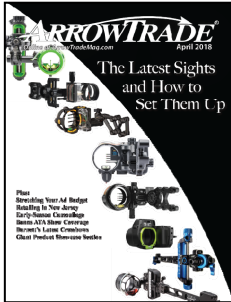
ARROWTRADE serves retailers plus wholesalers/distributors and manufacturers. Also included are independent sales representatives and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include titled and non-titled personnel in the field served, including company copies.

CHANNELS

**ARROWTRADE
MAGAZINE**



3 issues in the period
 12,287 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ARROWTRADE MAGAZINE (3 issues in the period)	12,287	-	12,287

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	93
Allocated for Trade Shows and Conventions	119
All Other	207
TOTAL	419

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,272	99.9	12,272	99.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	15	0.1	15	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,287	100.0	12,287	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
July	186	30	12,391
September	136	35	12,286
November	123	21	12,183
TOTAL	445	86	

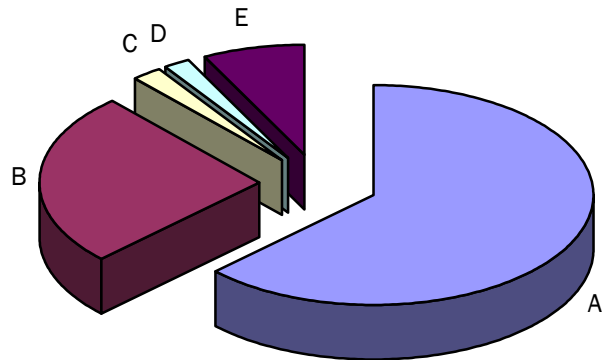
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
 This issue is 1.3% or 156 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified*	Percent of Total
Retailers	7,667	62.9
Manufacturers	3,068	25.3
Wholesalers/ Distributors	282	2.3
Independent Sales Representatives	261	2.1
Others Allied To The Field	905	7.4
TOTAL QUALIFIED CIRCULATION	12,183	100.0

*Note: Qualified recipients include titled and non-titled personnel in the field served, including company copies.

3a. Breakout of Qualified Circulation of Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Retailers	7,667	62.9
B Manufacturers	3,068	25.3
C Wholesalers/Distributors	282	2.3
D Independent Sales Representatives	261	2.1
E Others Allied to the Field	905	7.4
TOTAL QUALIFIED CIRCULATION	12,183	100.0



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

Qualification Source	Qualified Within			Total Qualified	Percent	
	1 Year	2 Years	3 Years			
I. Direct Request:	926	1,302	2,161	4,389	36.0	
II. Request from recipient's company:	204	390	1,235	1,829	15.0	
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):	308	2,469	3,174	5,951	48.9	
Association rosters and directories	-	-	-	-	-	
*Business directories	-	-	484	484	4.0	
*Manufacturer's, distributor's, and wholesaler's lists	-	-	401	401	3.3	
*Other sources	308	2,469	2,289	5,066	41.6	
VI. Single Copy Sales:	-	-	-	-	-	
	TOTAL QUALIFIED CIRCULATION	1,442	4,165	6,576	12,183	100.0
	PERCENT	11.8	34.2	54.0	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	6,638	54.5
Individuals by name only	2,249	18.5
Titles or functions only	3,271	26.8
Company names only	9	0.1
Multi-Copy Same Addressee copies	16	0.1
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	12,183	100.0

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 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Total Audit Average Qualified:	12,700	12,505	12,748	13,961	13,030	12,287
Qualified Non-Paid:	12,688	12,505	12,748	13,961	13,030	12,287
Qualified Paid:	12	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$20.00	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 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 NOVEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	345	
New Hampshire	68		Tennessee	247	
Vermont	53		Alabama	256	
Massachusetts	98		Mississippi	177	
Rhode Island	17		EAST SO. CENTRAL	1,025	8.4
Connecticut	82		Arkansas	195	
NEW ENGLAND	378	3.1	Louisiana	161	
New York	542		Oklahoma	142	
New Jersey	150		Texas	544	
Pennsylvania	733		WEST SO. CENTRAL	1,042	8.6
MIDDLE ATLANTIC	1,425	11.7	Montana	143	
Ohio	589		Idaho	111	
Indiana	460		Wyoming	48	
Illinois	443		Colorado	205	
Michigan	683		New Mexico	48	
Wisconsin	615		Arizona	152	
EAST NO. CENTRAL	2,790	22.9	Utah	190	
Minnesota	375		Nevada	47	
Iowa	170		MOUNTAIN	944	7.7
Missouri	367		Alaska	31	
North Dakota	50		Washington	148	
South Dakota	69		Oregon	197	
Nebraska	89		California	461	
Kansas	158		Hawaii	13	
WEST NO. CENTRAL	1,278	10.5	PACIFIC	850	7.0
Delaware	20		UNITED STATES	11,430	93.8
Maryland	118		U.S. Territories	1	
Washington, DC	9		Canada	531	
Virginia	251		Mexico	3	
West Virginia	148		Other International	218	
North Carolina	305		APO/FPO	-	
South Carolina	164				
Georgia	370				
Florida	313				
SOUTH ATLANTIC	1,698	13.9			
			TOTAL QUALIFIED CIRCULATION	12,183	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 484 copies or 4.0%.

Manufacturer's, distributor's, and wholesaler's lists include 1 source of circulation for a quantity of 401 copies or 3.3%.

Other sources include 33 sources of circulation for quantities of 1 copy or -% to 2,042 copies or 16.8%, including 50 ATA16.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Rachel Givens, Circulation Manager

Tim Dehn, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed

December 29, 2018

State

Minnesota

County

Isanti

Received by BPA Worldwide

December 29, 2018

Type

BJ

ID Number

A314B0D8

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.