



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

American Handgunner

For the six months ended December 31, 2011

Field Served: Handgun hunters, collectors and hobbyists. Contents include articles on combat shooting, self-defense shooting, reloading, hunting, collecting and pistolsmithing.

Published by Publishers Development Corporation

Frequency: 6 times/year

ABC Member # 04-0032-0

American Handgunner

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2011

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	78,566	61.4			
Verified					
Total Paid & Verified Subscriptions	78,566	61.4			
Single Copy Sales	49,447	38.6			
Total Paid & Verified Circulation	128,013	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription	\$19.75		
Average Subscription Price Annualized (6 issue frequency)		\$13.95	
Average Subscription Price per Copy		\$2.32	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended June 30, 2011.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	75,966		75,966	48,045	124,011
Sept./Oct.	78,714		78,714	54,812	133,526
Nov./Dec.	81,018		81,018	45,484	126,502

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	61,136	53.2	67,506	55.4	65,457	53.1	64,476	52.5	75,606	58.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	61,136	53.2	67,506	55.4	65,457	53.1	64,476	52.5	75,606	58.6
Single Copy Sales	53,874	46.8	54,451	44.6	57,842	46.9	58,308	47.5	53,341	41.4
Total Paid & Verified Circulation	115,010	100.0	121,957	100.0	123,299	100.0	122,784	100.0	128,947	100.0
Year Over Year Percent of Change		9.5		6.0		1.1		-0.4		5.0
Avg. Annualized Subscription Price	\$13.26		\$13.56		\$14.22		\$14.76		\$13.95	

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*	78,566	61.4
TOTAL PAID SUBSCRIPTIONS	78,566	61.4
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	78,566	61.4
SINGLE COPY SALES		
Single Issue Sales	49,447	38.6
TOTAL SINGLE COPY SALES	49,447	38.6
TOTAL PAID & VERIFIED CIRCULATION	128,013	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 November/December 2011 issue

Total paid & verified circulation of this issue was 1.2% 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	1,073	1,073	1,073	1,285	2,358
Arizona	2,573	2,573	2,573	1,092	3,665
Arkansas	860	860	860	57	917
California	5,988	5,988	5,988	3,482	9,470
Colorado	1,886	1,886	1,886	869	2,755
Connecticut	872	872	872	91	963
Delaware	218	218	218	53	271
District of Columbia	13	13	13	17	30
Florida	5,207	5,207	5,207	2,868	8,075
Georgia	1,912	1,912	1,912	2,500	4,412
Idaho	768	768	768	37	805
Illinois	2,609	2,609	2,609	1,713	4,322
Indiana	2,012	2,012	2,012	667	2,679
Iowa	1,021	1,021	1,021	187	1,208
Kansas	1,097	1,097	1,097	741	1,838
Kentucky	1,305	1,305	1,305	601	1,906
Louisiana	920	920	920	42	962
Maine	448	448	448	58	506
Maryland	902	902	902	551	1,453
Massachusetts	925	925	925	893	1,818
Michigan	3,447	3,447	3,447	2,556	6,003
Minnesota	1,508	1,508	1,508	424	1,932
Mississippi	593	593	593	27	620
Missouri	2,276	2,276	2,276	879	3,155
Montana	690	690	690	703	1,393
Nebraska	540	540	540	486	1,026
Nevada	1,059	1,059	1,059	144	1,203
New Hampshire	474	474	474	57	531
New Jersey	1,027	1,027	1,027	798	1,825
New Mexico	850	850	850	97	947
New York	2,724	2,724	2,724	594	3,318
North Carolina	2,497	2,497	2,497	3,058	5,555
North Dakota	236	236	236	203	439
Ohio	3,881	3,881	3,881	1,248	5,129
Oklahoma	1,232	1,232	1,232	154	1,386
Oregon	1,593	1,593	1,593	35	1,628
Pennsylvania	3,984	3,984	3,984	2,345	6,329
Rhode Island	146	146	146	18	164
South Carolina	1,218	1,218	1,218	807	2,025
South Dakota	256	256	256	592	848
Tennessee	2,054	2,054	2,054	998	3,052
Texas	6,635	6,635	6,635	5,145	11,780
Utah	751	751	751	739	1,490
Vermont	203	203	203	6	209
Virginia	2,290	2,290	2,290	969	3,259
Washington	2,373	2,373	2,373	2,065	4,438
West Virginia	689	689	689	207	896
Wisconsin	1,385	1,385	1,385	606	1,991
Wyoming	445	445	445	18	463
TOTAL 48 CONTER-MINOUS STATES	79,665	79,665	79,665	43,782	123,447
Alaska	361	361	361	323	684
Hawaii	172	172	172	92	264
TOTAL ALASKA & HAWAII	533	533	533	415	948
U.S. Unclassified					
TOTAL UNITED STATES	80,198	80,198	80,198	44,197	124,395
Poss. & Other Areas	93	93	93	3	96
U.S. & POSS., etc.	80,291	80,291	80,291	44,200	124,491
Canada	124	124	124		124
International	563	563	563	1,284	1,847
Other Unclassified					
Military or Civilian					
Personnel Overseas	40	40	40		40
GRAND TOTAL	81,018	81,018	81,018	45,484	126,502

ANALYSIS BY ABCD COUNTY SIZE for the November/December 2011 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 December 31, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	27,972	100.0
(b) Seven to eleven months (4 to 5 issues)	50	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (6 issues)	20,008	71.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	5,430	19.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,484	8.9	Total Subscriptions Sold in Period	27,972	100.0
Total Subscriptions Sold in Period	27,972	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	23,419	83.7			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	4,553	16.3			
Total Subscriptions Sold in Period	27,972	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$36.75.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,900 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,167 or 6.6% of average paid subscription circulation.

(d) Use of Premiums: A CD, with a value of 95¢, was offered with 1 year subscriptions sold at \$19.75 and 2 year subscriptions sold at \$30.75.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; 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)
12-31-10	None Claimed	120,043	122,784	-2,741	-2.2
12-31-09	None Claimed	114,359	123,299	-8,940	-7.3
12-31-08	None Claimed	118,432	121,958	-3,526	-2.9
12-31-07	None Claimed	113,891	115,010	-1,119	-1.0
12-31-06	None Claimed	107,574	105,051	2,523	2.4

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: Publishers Development Corporation

AMERICAN HANDGUNNER, published by Publishers Development Corporation • 12345 World Trade Dr. • San Diego, CA 92109

THOMAS HOLLANDER

ROY HUNTINGTON

Date Signed: February 13, 2012

Vice President

Publisher

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Established: 1976 ABC Member since: 1978

04-0032-0	Analyzed Issue Date	11-12/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.95
	Association Subscription Price	
	U.S. Subscription Price	19.75
	Canadian Subscription Price	
	International Subscription Price	