



**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit



For the six months ended December 31, 2009

Field Served: Official publication of the North American Hunting Club. Members are hunters who use shotgun, rifle, handgun, muzzleloader, and bow for big game, small game, upland birds and waterfowl.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Distribution by 2nd class mail to individual recipients.

Published by North American Media Group, Inc.

Frequency: 8 times/year

ABC Member # 04-0812-3

North American Hunter

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended December 31, 2009

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	773,900	95.4			
Verified					
Total Paid & Verified Subscriptions	773,900	95.4			
Single Copy Sales					
Total Paid & Verified Circulation	773,900	95.4	None Claimed		
Total Analyzed Non-Paid Circulation	36,942	4.6	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	810,842	100.0	800,000	10,842	1.4

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized	\$15.12		
Average Subscription Price per Copy			

(1) For the Statement period
(2) See Par. 9.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Aug.	778,907		778,907		778,907	49,615	828,522
Sept.	770,545		770,545		770,545	34,616	805,161
Oct.	781,764		781,764		781,764	42,277	824,041
Nov.	784,550		784,550		784,550	36,572	821,122
Dec./Jan.	753,736		753,736		753,736	21,629	775,365

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Rate Base	Analyzed Non-Paid	Total Analyzed Non-Paid Rate Base	Total Paid, Verified & Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid Rate Base
North	5	372,249		372,249		372,249		17,767		390,016	385,117
South	5	272,728		272,728		272,728		13,026		285,754	280,721
West	5	128,545		128,545		128,545		6,131		134,676	134,162

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	681,548	89.2	706,437	92.4	740,679	92.7	763,467	92.3	768,960	93.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	681,548	89.2	706,437	92.4	740,679	92.7	763,467	92.3	768,960	93.6
Single Copy Sales	957	0.1	1,115	0.1	N/A		N/A		7	0.0
Total Paid & Verified Circulation	682,505	89.3	707,552	92.5	740,679	92.7	763,467	92.3	768,967	93.6
Year Over Year Percent of Change		-1.3		3.7		4.7		3.1		0.7
Total Analyzed Non-Paid Circ.	81,512	10.7	56,981	7.5	58,221	7.3	63,515	7.7	52,852	6.4
Year Over Year Percent of Change		7.6		-30.1		2.2		9.1		-16.8
Total Paid, Verified & Analyzed Non-Paid Circ.	764,017	100.0	764,533	100.0	798,900	100.0	826,982	100.0	821,819	100.0
Year Over Year Percent of Change		-0.4		0.1		4.5		3.5		-0.6
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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		
Club/Membership:		
Non-Deductible	773,900	95.4
TOTAL PAID SUBSCRIPTIONS	773,900	95.4
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	773,900	95.4
SINGLE COPY SALES		
Single Issue Sales		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	773,900	95.4
ANALYZED NON-PAID		
Market Coverage	36,942	4.6
TOTAL ANALYZED NON-PAID	36,942	4.6
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	810,842	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 2009 issue

Total paid & verified circulation of this issue was 1.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 1.0% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	11,966		11,966		11,966	558	12,524	Ohio	39,715		39,715		39,715	1,851	41,566
Arizona	10,499		10,499		10,499	489	10,988	Oklahoma	13,275		13,275		13,275	619	13,894
Arkansas	16,474		16,474		16,474	768	17,242	Oregon	17,222		17,222		17,222	803	18,025
California	23,928		23,928		23,928	1,115	25,043	Pennsylvania	54,860		54,860		54,860	2,559	57,419
Colorado	13,489		13,489		13,489	629	14,118	Rhode Island	963		963		963	45	1,008
Connecticut	4,274		4,274		4,274	199	4,473	South Carolina	9,059		9,059		9,059	422	9,481
Delaware	100		100		100	5	105	South Dakota	5,468		5,468		5,468	255	5,723
District of Columbia	1,904		1,904		1,904	89	1,993	Tennessee	15,772		15,772		15,772	735	16,507
Florida	23,764		23,764		23,764	1,108	24,872	Texas	37,714		37,714		37,714	1,758	39,472
Georgia	15,924		15,924		15,924	742	16,666	Utah	6,627		6,627		6,627	309	6,936
Idaho	9,195		9,195		9,195	429	9,624	Vermont	5,095		5,095		5,095	238	5,333
Illinois	23,448		23,448		23,448	1,093	24,541	Virginia	20,493		20,493		20,493	955	21,448
Indiana	20,735		20,735		20,735	967	21,702	Washington	16,156		16,156		16,156	753	16,909
Iowa	13,263		13,263		13,263	618	13,881	West Virginia	14,304		14,304		14,304	667	14,971
Kansas	8,867		8,867		8,867	413	9,280	Wisconsin	37,929		37,929		37,929	1,768	39,697
Kentucky	15,535		15,535		15,535	724	16,259	Wyoming	6,075		6,075		6,075	283	6,358
Louisiana	12,810		12,810		12,810	597	13,407	TOTAL 48 CONTERMINOUS STATES	763,221		763,221		763,221	35,577	798,798
Maine	8,440		8,440		8,440	393	8,833	Alaska	5,395		5,395		5,395	252	5,647
Maryland	9,868		9,868		9,868	460	10,328	Hawaii	1,227		1,227		1,227	57	1,284
Massachusetts	6,921		6,921		6,921	323	7,244	TOTAL ALASKA & HAWAII	6,622		6,622		6,622	309	6,931
Michigan	43,686		43,686		43,686	2,036	45,722	U.S. Unclassified							
Minnesota	25,772		25,772		25,772	1,201	26,973	TOTAL UNITED STATES	769,843		769,843		769,843	35,886	805,729
Mississippi	9,189		9,189		9,189	428	9,617	Poss. & Other Areas	69		69		69	3	72
Missouri	27,501		27,501		27,501	1,282	28,783	U.S. & POSS., etc.	769,912		769,912		769,912	35,889	805,801
Montana	9,874		9,874		9,874	460	10,334	Canada	14,321		14,321		14,321	668	14,989
Nebraska	7,256		7,256		7,256	338	7,594	International	42		42		42	2	44
Nevada	4,638		4,638		4,638	216	4,854	Other Unclassified Military or Civilian							
New Hampshire	5,064		5,064		5,064	236	5,300	Personnel Overseas	275		275		275	13	288
New Jersey	8,300		8,300		8,300	387	8,687	GRAND TOTAL	784,550		784,550		784,550	36,572	821,122
New Mexico	7,559		7,559		7,559	352	7,911								
New York	36,844		36,844		36,844	1,718	38,562								
North Carolina	19,957		19,957		19,957	930	20,887								
North Dakota	5,450		5,450		5,450	254	5,704								

ANALYSIS BY ABCD COUNTY SIZE for the November 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	128,629	5,997	134,626	16.8	42
B	30	190,622	8,885	199,507	25.0	83
C	15	170,156	7,931	178,087	22.3	149
D	15	273,814	12,764	286,578	35.9	239

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2009

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.....	None
(b) Seven to eleven months (4 to 7 issues).....	None	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None
(c) Twelve months (8 issues).....	31,732 26.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	14,356 11.9	(d) Subscriptions as part of membership in an organization, See Par. 9.....	120,573 100.0
(e) Twenty-five months and more.....	74,485 61.8	Total Subscriptions Sold in Period.....	120,573 100.0
Total Subscriptions Sold in Period.....	120,573 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	120,573 100.0		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums.....	None		
Total Subscriptions Sold in Period.....	120,573 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: 1 yr. \$18.00; 2 yrs. \$34.00; 3 yrs. \$48.00. 84% of each year's dues is allocated for a 1 year subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,980 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club/Membership - Non-deductible Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 773,900 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the North American Hunting Club. 84% of the club/membership fee is allocated for a 1 yr. subscription to this publication and is non-deductible from the club/membership fee. Renewing members of the North American Hunting Club pay \$18.00 for 1 year; \$34.00 for 2 years; \$48.00 for 3 years. New members pay \$12.00 for 1 year; \$24.00 for 2 years; \$31.00 for 3 years or Lifetime membership \$369.00. Members have access to a free "Hunting Resource Directory" booklet; outfitter ratings; members only product offers; Swap Hunt opportunities; and free field testing products. NORTH AMERICAN HUNTER is the official publication of the North American Hunting Club.
- (f) Market Coverage Copies, averaging 36,942 copies per issue, shown in Par. 6 and included in Par. 1, represent copies served to new unpaid members who decide not to continue their membership and copies mailed to hunters who have responded to a free trial offer. Consecutive issuance is not measured.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-08	None Claimed	760,440	763,467	-3,027	-0.4	None Claimed	66,542	63,515	3,027	4.8
12-31-07	None Claimed	739,926	740,679	-753	-0.1	None Claimed	58,974	58,221	753	1.3
12-31-06	None Claimed	717,815	707,552	10,263	1.5	None Claimed	46,717	56,980	-10,263	-18.0
12-31-05	None Claimed	682,466	682,506	-40	-0.0	None Claimed	81,512	81,512		
12-31-04	None Claimed	693,820	681,578	2,242	0.3	None Claimed	73,507	75,749	-2,242	-3.0

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	750,000	826,982	826,982		
12-31-07	750,000	798,900	798,900		
12-31-06	750,000	764,532	764,532		
12-31-05	750,000	763,978	764,018	-40	-0.0
12-31-04	750,000	767,327	767,327		

[^]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: North American Media Group, Inc.

NORTH AMERICAN HUNTER, published by North American Media Group, Inc. • 12301 Whitewater Drive • Minnetonka, MN 55343

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V.P., Member Development

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Date Signed: January 28, 2010

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Established: 1978

ABC Member since: 1984