



**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 Fishing Club. Members are active fishing enthusiasts who catch a variety of species in both freshwater and saltwater.

**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: 7 times/year

ABC Member # 04-0812-2

North American Fisherman

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)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	413,221	90.6			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>413,221</b>	<b>90.6</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>413,221</b>	<b>90.6</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>42,896</b>	<b>9.4</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>456,117</b>	<b>100.0</b>	<b>440,000</b>	<b>16,117</b>	<b>3.7</b>

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	N/A		
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
July/Aug./Sept.	419,396		419,396		419,396	85,085	504,481
Oct./Nov.	417,332		417,332		417,332	33,730	451,062
Dec./Jan.	402,937		402,937		402,937	9,873	412,810

#### 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	3	201,714		201,714		201,714		20,822		222,536	210,603
South	3	139,749		139,749		139,749		14,659		154,408	152,907
West	3	71,557		71,557		71,557		7,391		78,948	76,490

#### 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	382,937	86.4	369,031	82.8	400,106	86.7	408,510	88.7	416,281	90.7
Verified	N/A		4,350	1.0	N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>382,937</b>	<b>86.4</b>	<b>373,381</b>	<b>83.8</b>	<b>400,106</b>	<b>86.7</b>	<b>408,510</b>	<b>88.7</b>	<b>416,281</b>	<b>90.7</b>
Single Copy Sales	N/A		N/A		N/A		N/A		31	0.0
<b>Total Paid &amp; Verified Circulation</b>	<b>382,937</b>	<b>86.4</b>	<b>373,381</b>	<b>83.8</b>	<b>400,106</b>	<b>86.7</b>	<b>408,510</b>	<b>88.7</b>	<b>416,312</b>	<b>90.7</b>
Year Over Year Percent of Change		3.2		-2.5		7.2		2.1		1.9
<b>Total Analyzed Non-Paid Circ.</b>	<b>60,265</b>	<b>13.6</b>	<b>72,094</b>	<b>16.2</b>	<b>61,168</b>	<b>13.3</b>	<b>51,900</b>	<b>11.3</b>	<b>42,607</b>	<b>9.3</b>
Year Over Year Percent of Change		-21.3		19.6		-15.2		-15.2		-17.9
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>443,202</b>	<b>100.0</b>	<b>445,475</b>	<b>100.0</b>	<b>461,274</b>	<b>100.0</b>	<b>460,410</b>	<b>100.0</b>	<b>458,919</b>	<b>100.0</b>
Year Over Year Percent of Change		-1.0		0.5		3.5		-0.2		-0.3
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
<b>PAID SUBSCRIPTIONS</b>		
Club/Membership:		
Non-Deductible	413,221	90.6
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>413,221</b>	<b>90.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>413,221</b>	<b>90.6</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>413,221</b>	<b>90.6</b>
<b>ANALYZED NON-PAID</b>		
Market Coverage	42,896	9.4
<b>TOTAL ANALYZED NON-PAID</b>	<b>42,896</b>	<b>9.4</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>456,117</b>	<b>100.0</b>

\*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 December 2009/January 2010 issue

Total paid & verified circulation of this issue was 2.5% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 77.0% 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	5,666		5,666		5,666	139	5,805	Ohio	24,132		24,132		24,132	591	24,723
Arizona	5,184		5,184		5,184	127	5,311	Oklahoma	6,395		6,395		6,395	157	6,552
Arkansas	5,941		5,941		5,941	146	6,087	Oregon	6,971		6,971		6,971	171	7,142
California	22,210		22,210		22,210	544	22,754	Pennsylvania	20,769		20,769		20,769	508	21,277
Colorado	7,297		7,297		7,297	179	7,476	Rhode Island	832		832		832	20	852
Connecticut	3,430		3,430		3,430	84	3,514	South Carolina	5,071		5,071		5,071	124	5,195
Delaware	152		152		152	4	156	South Dakota	2,473		2,473		2,473	61	2,534
District of Columbia	1,048		1,048		1,048	26	1,074	Tennessee	7,507		7,507		7,507	184	7,691
Florida	17,229		17,229		17,229	422	17,651	Texas	19,709		19,709		19,709	483	20,192
Georgia	8,770		8,770		8,770	215	8,985	Utah	2,783		2,783		2,783	68	2,851
Idaho	3,635		3,635		3,635	89	3,724	Vermont	1,575		1,575		1,575	39	1,614
Illinois	19,927		19,927		19,927	488	20,415	Virginia	8,578		8,578		8,578	210	8,788
Indiana	13,725		13,725		13,725	336	14,061	Washington	9,410		9,410		9,410	231	9,641
Iowa	9,005		9,005		9,005	221	9,226	West Virginia	4,255		4,255		4,255	104	4,359
Kansas	5,360		5,360		5,360	131	5,491	Wisconsin	19,209		19,209		19,209	471	19,680
Kentucky	7,398		7,398		7,398	181	7,579	Wyoming	2,026		2,026		2,026	50	2,076
Louisiana	4,798		4,798		4,798	118	4,916	<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>397,723</b>		<b>397,723</b>		<b>397,723</b>	<b>9,745</b>	<b>407,468</b>
Maine	2,721		2,721		2,721	67	2,788	Alaska	1,507		1,507		1,507	37	1,544
Maryland	4,694		4,694		4,694	115	4,809	Hawaii	499		499		499	12	511
Massachusetts	5,521		5,521		5,521	135	5,656	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,006</b>		<b>2,006</b>		<b>2,006</b>	<b>49</b>	<b>2,055</b>
Michigan	19,624		19,624		19,624	481	20,105	U.S. Unclassified							
Minnesota	15,190		15,190		15,190	371	15,561	<b>TOTAL UNITED STATES</b>	<b>399,729</b>		<b>399,729</b>		<b>399,729</b>	<b>9,794</b>	<b>409,523</b>
Mississippi	3,200		3,200		3,200	78	3,278	Poss. & Other Areas	54		54		54	1	55
Missouri	13,351		13,351		13,351	327	13,678	<b>U.S. &amp; POSS., etc.</b>	<b>399,783</b>		<b>399,783</b>		<b>399,783</b>	<b>9,795</b>	<b>409,578</b>
Montana	3,023		3,023		3,023	74	3,097	Canada	3,002		3,002		3,002	74	3,076
Nebraska	3,982		3,982		3,982	98	4,080	International	20		20		20	1	21
Nevada	3,029		3,029		3,029	74	3,103	Other Unclassified Military or Civilian							
New Hampshire	2,488		2,488		2,488	61	2,549	Personnel Overseas	132		132		132	3	135
New Jersey	6,892		6,892		6,892	169	7,061	<b>GRAND TOTAL</b>	<b>402,937</b>		<b>402,937</b>		<b>402,937</b>	<b>9,873</b>	<b>412,810</b>
New Mexico	2,127		2,127		2,127	52	2,179								
New York	16,897		16,897		16,897	414	17,311								
North Carolina	10,248		10,248		10,248	251	10,499								
North Dakota	2,266		2,266		2,266	56	2,322								

## ANALYSIS BY ABCD COUNTY SIZE for the December 2009/January 2010 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	92,288	2,260	94,548	23.2	58
B	30	112,710	2,762	115,472	28.3	94
C	15	80,629	1,976	82,605	20.3	135
D	15	112,096	2,747	114,843	28.2	188

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 4 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 (5 to 6 issues)	None	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None
(c) Twelve months (7 issues)	5,061 8.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None
(d) Thirteen to twenty-four months	17,775 30.3	(d) Subscriptions as part of membership in an organization, See Par. 9	58,745 100.0
(e) Twenty-five months and more	35,909 61.1	Total Subscriptions Sold in Period	58,745 100.0
Total Subscriptions Sold in Period	58,745 100.0		
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium	58,745 100.0		
(b) Ordered with material reprinted from this publication	None		
(c) Ordered with other premiums	None		
Total Subscriptions Sold in Period	58,745 100.0		

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 1 yr. \$18.00; 2 yrs. \$34.00; 3 yrs. \$48.00. 84% of each years payment is allocated to a 1 yr. subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,499 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 413,221 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the North American Fishing 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 Fishing 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 \$285.00 for Lifetime membership. Benefits include a free "Fishing Resource Directory"; guide and charter service ratings; members only product offers; Trade-a-Trip opportunities; free field testing products. NORTH AMERICAN FISHERMAN is the official publication of the North American Fishing Club.
- (f) Market Coverage Copies, averaging 42,896 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to new unpaid members who decide not to continue their membership and copies mailed to anglers 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 <sup>^</sup>	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	396,082	408,510	-12,428	-3.0	None Claimed	64,328	51,900	12,428	24.0
12-31-07	None Claimed	396,785	400,106	-3,321	-0.8	None Claimed	64,488	61,167	3,321	5.4
12-31-06	None Claimed	376,152	373,382	2,770	0.7	None Claimed	69,324	72,094	-2,770	-3.8
12-31-05	None Claimed	382,937	382,937			None Claimed	60,265	60,265		
12-31-04	None Claimed	364,832	370,975	-6,143	-1.7	None Claimed	82,727	76,602	6,125	8.0

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	440,000	460,410	460,410		
12-31-07	440,000	461,273	461,273		
12-31-06	440,000	445,476	445,476		
12-31-05	440,000	443,202	443,202		
12-31-04	440,000	447,559	447,577	-18	-0.0

<sup>^</sup>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.

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LAURA BURKHOLDER

RICHARD SUNDBERG

Date Signed: January 28, 2010

VP - Member Development

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