

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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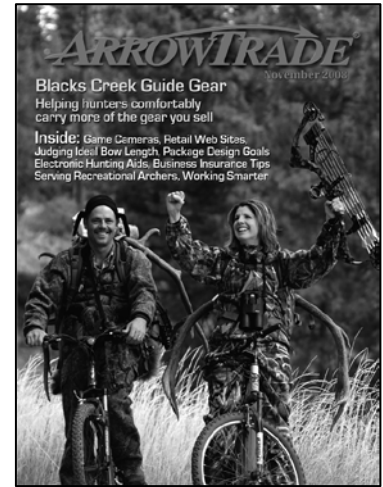
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Official Publication of: None  
Established: 1997  
Issues Per Year: 6



**FIELD SERVED**

ARROWTRADE serves outdoor retailers plus wholesalers and manufacturers of equipment and clothing used by bowhunters. Also included are independent sales representatives and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	27
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	107
Electronic _____	-
All Other _____	178
<b>TOTAL</b>	<b>312</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,631	99.9	9,631	99.9	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	10	0.1	10	0.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,641</b>	<b>100.0</b>	<b>9,641</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

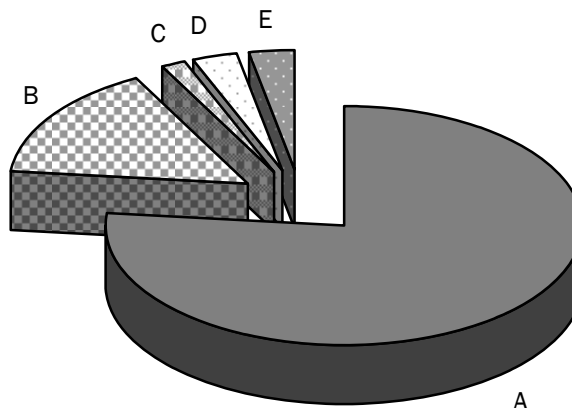
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	1,937	1,249			9,611						
March _____	388	637			9,860						
						May _____	2,703	2,296			9,453
						<b>TOTAL</b>	<b>5,028</b>	<b>4,182</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
 This issue is 2.9% or 283 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers _____	7,256	76.7
Manufacturers _____	1,454	15.4
Wholesalers/ Distributors _____	167	1.8
Independent Sales Representatives _____	282	3.0
Others Allied To The Field _____	294	3.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,453</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Retailers _____	7,256	76.7
B Manufacturers _____	1,454	15.4
C Wholesalers/Distributors _	167	1.8
D Independent Sales Representatives _____	282	3.0
E Others Allied to the Field _	294	3.1
<b>TOTAL</b>	<b>9,453</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL</b> - Direct request from the recipient: _____	<b>2,691</b>	<b>1,266</b>	<b>598</b>			<b>4,555</b>	<b>48.2</b>
a. Written _____	2,594	1,233	577			4,404	46.6
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	97	33	21			151	1.6
<b>II. TOTAL</b> - Request from recipient's company: _____	<b>38</b>	<b>118</b>	<b>44</b>			<b>200</b>	<b>2.1</b>
a. Written _____	38	106	39			183	1.9
b. Telecommunication _____	-	-	1			1	0.0
c. Electronic _____	-	12	4			16	0.2
<b>III. TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>56</b>	<b>19</b>	<b>29</b>			<b>104</b>	<b>1.1</b>
a. Written _____	48	18	20			86	0.9
b. Telecommunication _____	2	-	8			10	0.1
c. Electronic _____	6	1	1			8	0.1
<b>V. TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>3,054</b>	<b>369</b>	<b>1,171</b>			<b>4,594</b>	<b>48.6</b>
*Association rosters and directories _____	96	-	1			97	1.0
*Business directories _____	-	349	-			349	3.7
*Manufacturer's, distributor's and wholesaler's lists _____	1,543	8	-			1,551	16.4
*Other sources _____	1,415	12	1,170			2,597	27.5
<b>VI. TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,839</b>	<b>1,772</b>	<b>1,842</b>			<b>9,453</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>61.8</b>	<b>18.7</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			4,475	47.3
Individuals by name only _____			1,802	19.1
Titles or functions only _____			3,148	33.3
Company names only _____			18	0.2
Multi-Copy Same Addressee copies _____			10	0.1
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>9,453</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	52		400-427 Kentucky _____	182	
030-038 New Hampshire _____	69		370-385 Tennessee _____	183	
050-059 Vermont _____	44		350-369 Alabama _____	169	
010-027 Massachusetts _____	100		386-397 Mississippi _____	128	
028-029 Rhode Island _____	12		<b>EAST SO. CENTRAL</b>	<b>662</b>	<b>7.0</b>
060-069 Connecticut _____	74		716-729 Arkansas _____	140	
<b>NEW ENGLAND</b>	<b>351</b>	<b>3.7</b>	700-714 Louisiana _____	136	
100-149 New York _____	463		730-749 Oklahoma _____	124	
070-089 New Jersey _____	136		750-799 Texas _____	354	
150-196 Pennsylvania _____	799		<b>WEST SO. CENTRAL</b>	<b>754</b>	<b>8.0</b>
<b>MIDDLE ATLANTIC</b>	<b>1,398</b>	<b>14.8</b>	590-599 Montana _____	137	
430-459 Ohio _____	481		832-838 Idaho _____	108	
460-479 Indiana _____	326		820-831 Wyoming _____	47	
600-629 Illinois _____	365		800-816 Colorado _____	145	
480-499 Michigan _____	625		870-884 New Mexico _____	51	
530-549 Wisconsin _____	567		850-865 Arizona _____	119	
<b>EAST NO. CENTRAL</b>	<b>2,364</b>	<b>25.0</b>	840-847 Utah _____	131	
550-567 Minnesota _____	325		889-898 Nevada _____	41	
500-528 Iowa _____	155		<b>MOUNTAIN</b>	<b>779</b>	<b>8.2</b>
630-658 Missouri _____	265		995-999 Alaska _____	21	
580-588 North Dakota _____	55		980-994 Washington _____	149	
570-577 South Dakota _____	47		970-979 Oregon _____	137	
680-693 Nebraska _____	78		900-961 California _____	287	
660-679 Kansas _____	100		967-968 Hawaii _____	12	
<b>WEST NO. CENTRAL</b>	<b>1,025</b>	<b>10.8</b>	<b>PACIFIC</b>	<b>606</b>	<b>6.4</b>
197-199 Delaware _____	33		<b>UNITED STATES</b>	<b>9,248</b>	<b>97.8</b>
206-219 Maryland _____	124		969 & 004-009 U.S. Territories _____	1	
200-205 Washington, DC _____	2		Canada _____	175	
220-246 Virginia _____	214		Mexico _____	-	
247-268 West Virginia _____	164		Other International _____	29	
270-289 North Carolina _____	233		AP0/FPO _____	-	
290-299 South Carolina _____	118		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,453</b>	<b>100.0</b>
300-319 Georgia _____	228				
320-349 Florida _____	193				
<b>SOUTH ATLANTIC</b>	<b>1,309</b>	<b>13.9</b>			

**7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	10,982	12,649	10,827	9,474	8,121	9,461
Qualified Non-Paid: _____	10,982	12,649	10,827	9,474	8,121	9,461
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 1 copy or -% to 60 copies or 0.6%.

Business directories include 1 source of circulation for a quantity of 349 copies or 3.7%.

Manufacturer's, distributor's, and wholesaler's lists includes 4 sources of circulation for quantities of 8 copies or 0.1% and 929 copies or 9.8%.

Other Sources include 17 sources of circulation for quantities of 1 copy or -% to 727 copies or 7.7%.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 8, 2009

State Minnesota

County Isanti

Received by BPA Worldwide July 8, 2009

Type PJ

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