

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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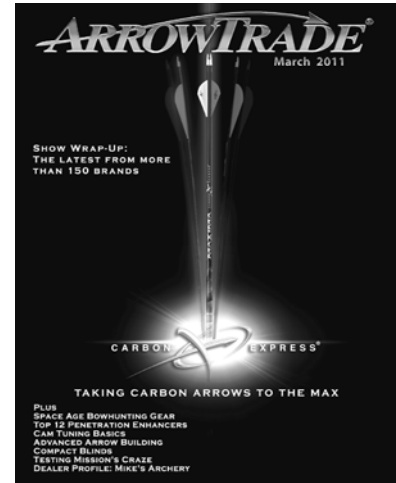
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 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 distributors 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 _____	72
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	177
Digital _____	-
All Other _____	305
TOTAL	554

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,318	98.5	10,313	98.5	5	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	157	1.5	157	1.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,475	100.0	10,470	100.0	5	-

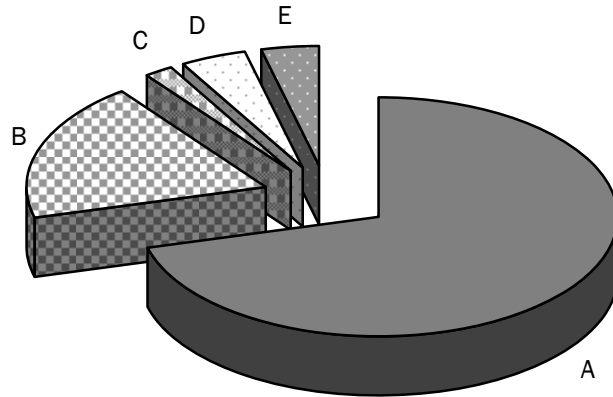
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	214	157	10,587
March _____	532	357	10,412
May _____	754	767	10,425
TOTAL	1,500	1,281	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 0.7% or 75 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers _____	7,383	70.8
Manufacturers _____	1,968	18.9
Wholesalers/ Distributors _____	206	2.0
Independent Sales Representatives _____	455	4.4
Others Allied To The Field _____	413	3.9
TOTAL QUALIFIED CIRCULATION	10,425	100.0

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Retailers _____	7,383	70.8
B Manufacturers _____	1,968	18.9
C Wholesalers/Distributors _	206	2.0
D Independent Sales Representatives _____	455	4.4
E Others Allied to the Field _	413	3.9
TOTAL	10,425	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	1,764	1,141	2,277	5,182	49.7
II. Request from recipient's company: _____	44	189	33	266	2.6
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	1	5	42	48	0.4
V. TOTAL - Sources other than above (listed alphabetically): _____	1,313	1,766	1,850	4,929	47.3
*Association rosters and directories _____	-	-	27	27	0.2
*Business directories _____	-	517	114	631	6.1
*Manufacturer's, distributor's, and wholesaler's lists _____	-	-	934	934	9.0
*Other sources _____	1,313	1,249	775	3,337	32.0
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,122	3,101	4,202	10,425	100.0
PERCENT	30.0	29.7	40.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	5,102	49.0
Individuals by name only _____	1,875	18.0
Titles or functions only _____	3,153	30.2
Company names only _____	75	0.7
Multi-Copy Same Addressee copies _____	220	2.1
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	10,425	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	57		Kentucky _____	208	
New Hampshire _____	66		Tennessee _____	212	
Vermont _____	44		Alabama _____	241	
Massachusetts _____	89		Mississippi _____	168	
Rhode Island _____	9		EAST SO. CENTRAL	829	8.0
Connecticut _____	75		Arkansas _____	145	
NEW ENGLAND	340	3.3	Louisiana _____	171	
New York _____	499		Oklahoma _____	131	
New Jersey _____	124		Texas _____	470	
Pennsylvania _____	809		WEST SO. CENTRAL	917	8.8
MIDDLE ATLANTIC	1,432	13.7	Montana _____	143	
Ohio _____	563		Idaho _____	97	
Indiana _____	385		Wyoming _____	45	
Illinois _____	363		Colorado _____	155	
Michigan _____	679		New Mexico _____	44	
Wisconsin _____	577		Arizona _____	115	
EAST NO. CENTRAL	2,567	24.6	Utah _____	134	
Minnesota _____	360		Nevada _____	28	
Iowa _____	180		MOUNTAIN	761	7.3
Missouri _____	310		Alaska _____	24	
North Dakota _____	49		Washington _____	130	
South Dakota _____	56		Oregon _____	136	
Nebraska _____	83		California _____	219	
Kansas _____	121		Hawaii _____	15	
WEST NO. CENTRAL	1,159	11.1	PACIFIC	524	5.0
Delaware _____	31		UNITED STATES	10,038	96.3
Maryland _____	121		U.S. Territories _____	1	
Washington, DC _____	3		Canada _____	357	
Virginia _____	224		Mexico _____	-	
West Virginia _____	185		Other International _____	29	
North Carolina _____	255		APO/FPO _____	-	
South Carolina _____	139		TOTAL QUALIFIED CIRCULATION	10,425	100.0
Georgia _____	302				
Florida _____	249				
SOUTH ATLANTIC	1,509	14.5			

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	8,121	9,461	9,959	10,392	10,123	10,475
Qualified Non-Paid: ____	8,121	9,461	9,959	10,390	10,120	10,470
Qualified Paid: _____	-	-	-	2	3	5
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	\$20.00	\$20.00	\$20.00

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 6 copies or 0.1% to 21 copies or 0.2%.

Business directories include 2 sources of circulation for quantities of 114 copies or 1.1% to 517 copies or 5.0%.

Manufacturer's, distributor's, and wholesaler's lists include 3 sources of circulation for quantities of 193 copies or 1.9% to 529 copies or 5.1%.

Other Sources include 14 sources of circulation for quantities of 1 copy or -% to 772 copies or 7.4%.

PUBLISHER'S AFFIDAVIT

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

Tim Dehn, Publisher

Vickie Dehn, Vice President and Art Director

(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 June 21, 2011

State Minnesota

County Isanti

Received by BPA Worldwide June 21, 2011

Type PJ

ID Number A314P0J1