



Circulation & Distribution

“Passing On the Traditions of Classical Archery”

Primitive Archer Magazine “Passing on the Traditions of Classical Archery” has been published since 1992. Each issue is full of how-to’s, exciting stories from well known experts, historical information, hunting tips and related ways to maximize your outdoor experience. *Primitive Archer* has become the leader among archery magazines as the primary reading for participants in all phases of archery, including those interested in target shooting, hunting, camping, history, archaeology, anthropology, flintknapping, atlatl, blackpowder, muzzleloaders, outfitters and reenactment groups.

Published six times a year in February, April, June, August, October, and December, *Primitive Archer* now reaches over 100,000 archers, hunters, campers, artisans and history buffs. Our subscribers are fairly evenly proportioned over the United States and 40 other countries. *Primitive Archer* can be purchased on-line and in over 6,000 retail outlets including Cabela’s, Bass Pro Shops, Gander Mountain, Kroger’s, H.E.B., 7-Eleven, Barnes & Nobel’s, Border’s, Hastings, Chapter’s & Cole’s Bookstores of Canada, Wal-Mart Superstores of Canada as well as a multitude of newsstands, airports and United States Army post and Air Force Base exchanges. In addition to our international distribution in Australia, Canada, England, Finland and Germany, we have built a large cadre of independent retail establishments, archery shops and suppliers as distributors of the magazine.

Our web site, WWW.PRIMITIVEARCHER.COM currently averages over 55,000 visitors a month of which 22,000 are unique visitors which initiate a total of 4.3 million hits each month. These visitors stay on our site an average of 13 minutes each! Traffic on our web site continues to grow at an amazing +37 % per year. The *Primitive Archer* web site is constantly refreshed and provides updated timely articles, message boards and our popular events calendar and Bow of the Month contest. All advertisers are posted on the web site as part of the bonus package provided with their advertisements.

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