



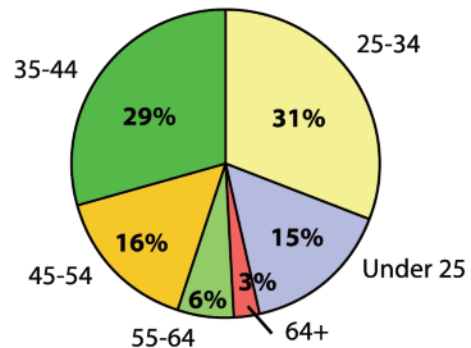
“Passing On the Traditions of Classical Archery”

Reader Profile

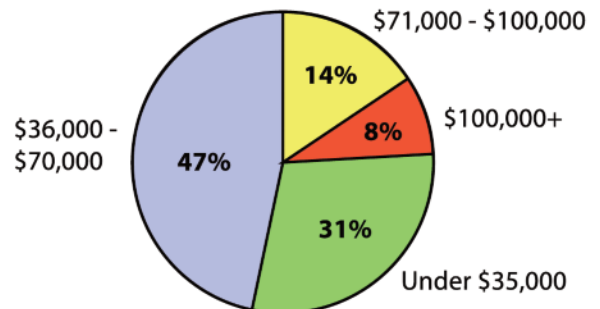
Because of the incredible and continuing growth in the primitive archery field there exists a great demand for products that support and facilitate these readers. The following information is designed to assist you in understanding this market. The readers of “PRIMITIVE ARCHER®” magazine:

- Are predominantly men, home owners, college educated, and truly like the outdoors.
- View *Primitive Archer*® as a resource of “how to” and history concerning the construction of bows, arrows and use of special materials.
- Have an average reading time of 2.6 hours.
- Keep the magazines as reference information for one year or longer (96%).
- Use our advertisers to assist them in purchasing products (over 90%).
- Are target shooters. 81% of them shoot over 25 days a year.
- Have purchased bows and arrow points from every known manufacturer in the industry today (85%) and purchase arrows from commercial producers (50%).
- Attend rendezvous and knap-ins annually (86%).
- Are mostly between the ages of 25 and 64 (82%).
- Have incomes between \$35,000 and \$100,000 per year (61%).

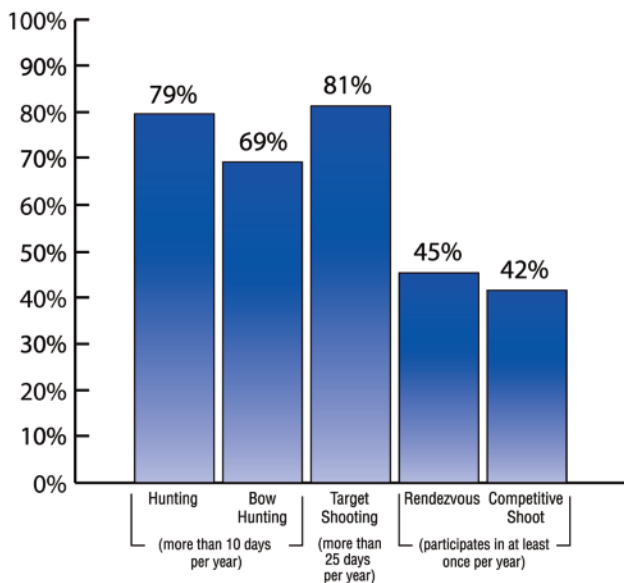
AGE DEMOGRAPHICS



INCOME DEMOGRAPHICS



TIME SPENT



LIFESTYLE DEMOGRAPHICS

