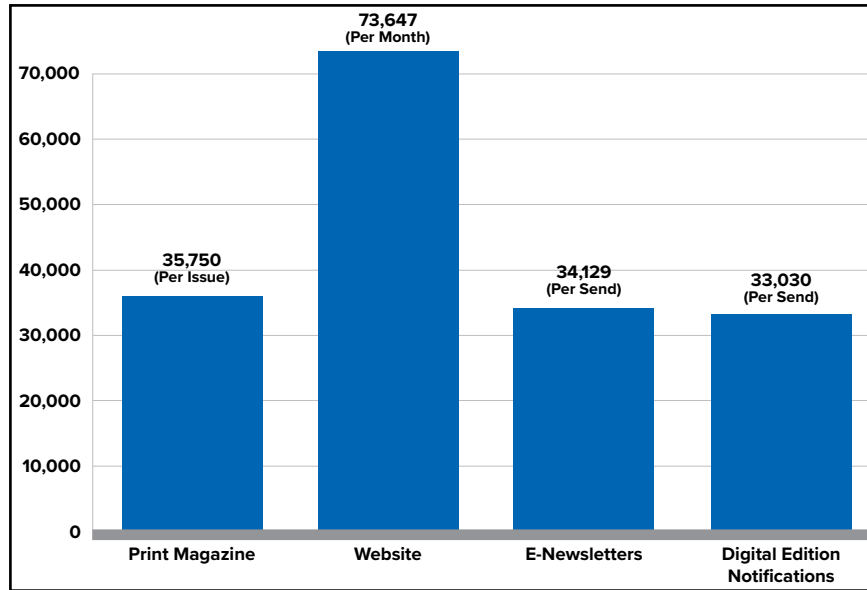


### TOTAL AVERAGE GROSS CONTACTS 176,556

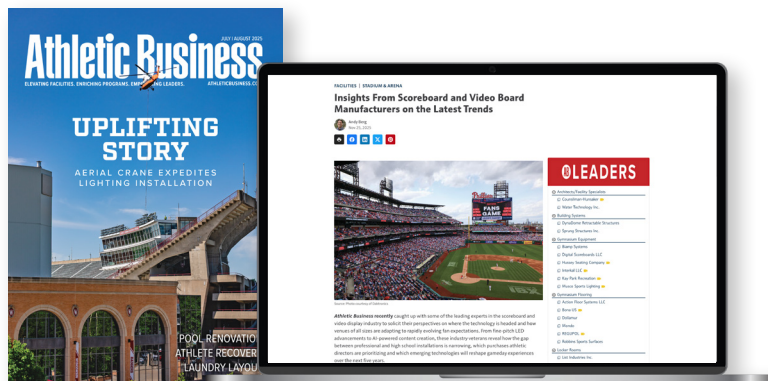


### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Athletic Business</b>		6 months ended December 31, 2025
Total Qualified Circulation	35,750	
<b>Website Activity</b>		6 months ended December 31, 2025
Average Monthly Page Views	134,847	
Average Monthly Sessions/Visits	110,100	
Average Monthly Users/Visitors	73,647	
<b>E-Newsletters</b>		6 months ended December 31, 2025
Total Average Net Distribution Per Issue	34,129	
<b>Digital Edition Notifications</b>		6 months ended December 31, 2025
Total Average Net Distribution Per Issue	33,030	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2025

### Field Served:

Athletic Business is read by individuals representing colleges and universities, high schools, parks and recreation departments, military branches and bases, health clubs, YMCAs, professional sports teams, sports architecture firms, corporate wellness centers, and others allied to the industry.

## TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION

**35,750**

### AVERAGE QUALIFIED NONPAID CIRCULATION

Qualified Nonpaid Individual - Print	32,747
Qualified Nonpaid Membership Benefit - Print	3,003
<b>Total Average Qualified Nonpaid Circulation</b>	<b>35,750</b>

### AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	300
Advertiser Comp List, Staff Copies - Print	687
<b>Total Average Nonqualified Circulation</b>	<b>987</b>

## CIRCULATION BY ISSUES

ISSUE	QUALIFIED NONPAID - PRINT
July/Aug	35,750
September	35,750
October	35,750
Nov/Dec	35,750



### BUSINESS ANALYSIS

Classification By Business & Industry		Athletic Director	Program & Facilities Director/Manager/Coordinator	Owner/Executive Dir./CEO/Pres./V.P.	Associate/Assistant Athletic Director	Recreation/Wellness Director	Athletic Trainer	Architect/Consultant/Facilities Planner	No Answer	Grand Total	Percent
1.	College/University	1,429	8,009	271	1,591	2,920	833	93	2	15,148	42.37%
2.	High School/District	7,187	719	214	450	159	150	25	0	8,904	24.91%
3.	Parks & Recreation	111	1,846	227	33	1,525	10	31	0	3,783	10.58%
4.	Health Club	19	577	885	6	36	41	8	0	1,572	4.40%
5.	YMCA/YWCA, JCC	26	282	294	6	58	8	3	0	677	1.89%
6.	Architectural/Specialty Design Firm	3	155	318	2	7	0	534	0	1,019	2.85%
7.	Private Sports/Recreation Center	62	882	923	8	57	43	19	0	1,994	5.58%
8.	Business/Program Management Consulting Firm	8	270	411	9	19	6	63	0	786	2.20%
9.	Medical Fitness/Wellness Center	13	286	118	2	23	34	4	0	480	1.34%
10.	Dealer/Distributor	1	118	136	3	5	3	23	0	289	0.81%
11.	Military/Government	67	597	101	10	76	12	9	0	872	2.44%
12.	Pro Sports	4	92	60	5	7	7	7	0	182	0.51%
13.	Other	6	9	14	0	2	0	1	12	44	0.12%
<b>Total Qualified Circulation</b>		<b>8,936</b>	<b>13,842</b>	<b>3,972</b>	<b>2,125</b>	<b>4,894</b>	<b>1,147</b>	<b>820</b>	<b>14</b>	<b>35,750</b>	<b>100.00%</b>

## AUDIENCE REPORT

Source By Verification Date For: Athletic Business Media (All Records)

### VERIFICATION DATE RANGE

Source	VERIFICATION DATE RANGE			Copies	Percent Of Total
	1 Year 01/01/25 to 12/31/25	2 Year 01/01/24 to 12/31/24	3 Year 01/01/23 to 12/31/23		
<b>Total Personal Direct Request</b>	<b>22,268</b>	<b>8,987</b>	<b>1,212</b>	<b>32,467</b>	<b>90.82%</b>
Direct Request - Written	6	6	1	13	0.04%
Direct Request - Telecom	3,477	2,748	823	7,048	19.71%
Direct Request - Agency	8	2	0	10	0.03%
Direct Request - Internet and Email	18,777	6,231	388	25,396	71.04%
<b>Total Request From Company</b>	<b>10</b>	<b>58</b>	<b>33</b>	<b>101</b>	<b>0.28%</b>
Request From Company - Written	0	0	1	1	0.0%
Request From Company - Telecom	0	0	0	0	0.0%
Request From Company - Internet and Email	10	58	32	100	0.28%
<b>Total Assoc/Society Membership</b>	<b>2,916</b>	<b>152</b>	<b>111</b>	<b>3,179</b>	<b>8.89%</b>
Association/Society Membership - Independent	2,916	152	111	3,179	8.89%
<b>Total Communication Other Than Request</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0.0%</b>
Communication Other Request - Internet and Email	1	0	0	1	0.0%
<b>Total Other Sources</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0.01%</b>
Sources Other	2	0	0	2	0.01%
<b>Total Qualified Subscriptions</b>	<b>25,197</b>	<b>9,197</b>	<b>1,356</b>	<b>35,750</b>	<b>100%</b>
<b>Percent of Copies</b>	<b>70.48%</b>	<b>25.73%</b>	<b>3.79%</b>	<b>100%</b>	<b>100%</b>

## MAILING ADDRESS ANALYSIS

	QUALIFIED NONPAID - PRINT	PERCENT
Individual by Name and Title and/or Occupation	35,676	99.73%
Individual by Name Only	80	0.22%
Title or Occupation Only	8	0.02%
Company Name Only	9	0.03%
<b>Total Qualified Subscriptions</b>	<b>35,750</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>35,750</b>	<b>100.0</b>

## GEOGRAPHIC ANALYSIS

STATE	QUALIFIED NONPAID PRINT COPIES	STATE	QUALIFIED NONPAID PRINT COPIES
Alabama	483	New Jersey	473
Alaska	36	New Mexico	141
Arizona	374	New York	1,550
Arkansas	347	North Carolina	879
California	3,375	North Dakota	175
Colorado	755	Ohio	1,778
Connecticut	362	Oklahoma	387
D. C.	159	Oregon	371
Delaware	108	Pennsylvania	1,573
Florida	2,340	Rhode Island	87
Georgia	957	South Carolina	423
Hawaii	66	South Dakota	120
Idaho	154	Tennessee	712
Illinois	1,796	Texas	2,269
Indiana	973	Utah	387
Iowa	556	Vermont	88
Kansas	525	Virginia	901
Kentucky	542	Washington	431
Louisiana	582	West Virginia	177
Maine	119	Wisconsin	1,382
Maryland	877	Wyoming	109
Massachusetts	672	<b>TOTAL UNITED STATES</b>	<b>34,480</b>
Michigan	1,219	Possessions & Other Areas	15
Minnesota	716	<b>TOTAL U.S. POSSESSIONS</b>	<b>15</b>
Mississippi	271	Canada	1,075
Missouri	827	International	3
Montana	289	Military/Civilian Overseas, APO/FPO	75
Nebraska	409	<b>Total International</b>	<b>1,153</b>
Nevada	160	<b>GRAND TOTAL</b>	<b>35,750</b>
New Hampshire	120		

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.athleticbusiness.com

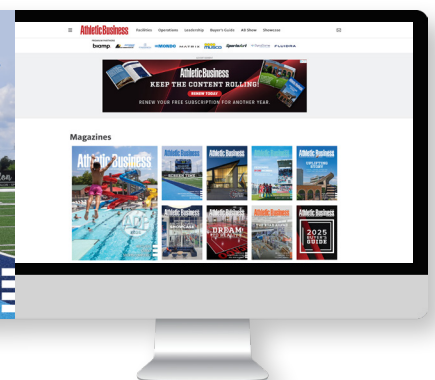
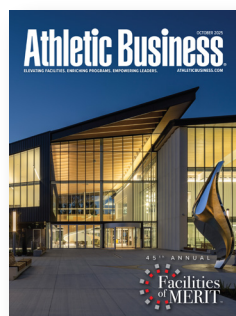
Month	Page Views	Sessions/Visits	Users/Visitors
July	103,837	76,903	42,202
August	129,509	103,814	66,763
September	138,663	111,543	73,713
October	164,435	127,815	90,566
November	123,357	102,388	73,075
December	113,627	90,166	69,797

### E-NEWSLETTERS - ATHLETIC BUSINESS NEWSLETTER

Month	Number Of Issues	Average Net Distribution Per Issue	Total Net Distribution	Unique Open Percent
July	22	33,234	731,151	51.20%
August	21	33,590	705,394	50.43%
September	21	34,124	716,611	49.12%
October	25	33,870	846,751	49.47%
November	18	33,988	611,780	48.21%
December	15	34,800	521,995	44.32%

### DIGITAL EDITION - NOTIFICATIONS

Month	Number Of Issues	Average Net Distribution Per Issue	Total Net Distribution	Unique Open Percent
July/Aug	1	31,693	31,693	42.70%
September	1	31,638	31,638	44.18%
October	1	31,595	31,595	43.86%
Nov/Dec	1	31,100	31,100	46.08%



### NOTES

**Definition of Recipient Qualification:** Qualified recipients are: Athletic Director, Program & Facilities Director/Manager/Coordinator, Owner/Executive Dir./CEO/Pres./V.P., Associate/Assistant Athletic Director, Recreation/Wellness Director, Athletic Trainer, Architect/Consultant/Facilities Planner Other Titled and Nontitled Personnel and Company Copies.

**Rounding Percent:** Due to rounding, percentages may not always add up to 100%.

**Qualified Nonpaid Membership Benefit Subscriptions:** Represent copies served to members of the National Intramural-Recreational Sports Association (NIRSA). Receipt of this publication is a stated benefit of membership.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November/December issue.

**Total Average Gross Contacts Include:** Qualified Circulation, Users/Visitors, E-newsletter Total Average Net Distribution Per issue and Digital Edition Notification.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Filters have been applied to exclude suspected general data center traffic from Google data collected by AB Media. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: www.athleticbusiness.com.

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**E-Newsletters Data Source:** Omeda.

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Cross Media Miscellaneous:** DIGITAL EDITION NOTIFICATION metrics represent the average number of emails sent to subscribers and non-qualified recipients informing them that the digital edition is available for access.

We certify that to the best of our knowledge all data set forth in this Media Statement is true and report circulation in accordance with Athletic Business and Omeda.

Parent Company: Athletic Business Media, Inc.

SHAWN GAHAGAN  
President

CHARLIE SOULE  
Data & Marketing Manager

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22 E. Mifflin St. Ste. 910  
Madison, WI 53703  
T: (608) 249-0186  
www.athleticbusiness.com