

AUDIT REPORT B2B Business Media

FIELD SERVED: Athletic Business is read by individuals representing colleges and universities, high schools, park and recreation departments, military branches and bases, health clubs, YMCAs, professional sports teams, stadiums and arenas, sports architecture firms, and hospital and corporate wellness centers.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 3 MONTHS ENDED JUNE 30, 2018:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	40,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	38,634
Total Average Qualified Nonpaid Individual	38,634
Qualified Nonpaid Association - Print	1,366
Total Average Qualified Nonpaid Association	1,366
Total Average Qualified Nonpaid Circulation	40,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions	115
Total Average Nonqualified Allocated for Shows & Conventions Circulation	115
Nonqualified Miscellaneous, Including Staff Copies - Print	1,800
Total Average Nonqualified Miscellaneous, Including Staff Copies Circulation	1,800
Total Average Nonqualified Circulation	1,915

AUDIT STATEMENT

This is an initial audit covering the three month period ended June 30, 2018 and release of this report constitutes qualification and acceptance of membership.

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print
Apr	40,000
May	40,000
Jun	40,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid Association - Print	Athletic Director	Associate/ Assistant Athletic Director	Recreation/ Intramural Director	Parks & Rec. Director/Com-missioner/ Supt.	Executive Director/CEO/ President/ Owner, VP	Director	Architect/ Consultant/ Facilities Planner	Athletic Trainer	Sergeant/ Lieutenant/ Captain/Chief	Manager	Coordinator	Other Titled and Nontitled Personnel and Company Copies
1. High School/School District/Private School	12,654	31.6	12,654		10,470	723	38	95	144	471	33	323	4	158	175	20
2. College/University	13,154	32.9	11,130	2,024	2,366	3,320	1,771	47	180	1,570	94	727	8	1,408	1,533	130
3. Parks & Rec., Community/Municipal Recreation	4,472	11.2	4,466	6	208	69	305	1,123	316	802	44	15	8	994	584	4
4. Health Club	1,699	4.2	1,695	4	72	5	8	3	816	250	5	40		451	45	4
5. YMCA/YWCA	1,650	4.1	1,650		125	16	26	6	690	602	8	15	1	104	56	1
6. Private Sports/Recreation Center	1,102	2.8	1,102		68	12	21	18	466	217	8	30	1	212	49	
7. Military	316	0.8	316		39	9	14	7	8	97	3	14	32	68	25	
8. Corporate Rec./Fitness Center	924	2.3	924		34	4	7	4	440	110	2	20	2	262	37	2
9. Jewish Community Center	118	0.3	117	1	7		4	1	33	53	1	1		14	4	
10. Architectural/Specialty Design Firms	1,407	3.5	1,407		2	3	1	1	514	96	700	2		66	21	1
11. Wellness Center/Hospital/Clinic	588	1.5	588		7	3	7		193	148	6	51	1	123	46	3
12. Dealer/Distributor	523	1.3	523		1	2	1		264	71	13	4	1	140	25	1
13. Pro Sport	259	0.6	259		5	3	1	3	73	81	8	5		61	18	1
14. Amateur/Governmental Sports Organization	263	0.7	263		14	3	4	6	79	82	3	6		44	22	
15. Hotel/Resort	76	0.2	76		1			1	13	24		1		31	5	
16. Police/Fire Dept./Law Enforcement	46	0.1	46		3				3	6	1		15	10	8	
17. Church	81	0.2	80	1	16	1	12	3	8	23			2	10	6	
18. Business/Program Management Consulting Firm	596	1.5	592	4	2	2	2	1	307	82	54	6		91	46	3
19. Other	72	0.2	69	3					27	11		1		12	3	18
Total Qualified Circulation	40,000	100.0	37,957	2,043	13,440	4,175	2,222	1,319	4,574	4,796	983	1,261	75	4,259	2,708	188

AGE OF SOURCE ANALYSIS

Source	Qualified Within				%
	1 Year	2 Years	3 Years	Total	
Total Direct Request From Recipient	29,321	4,684		34,005	85.0
Written	198	29		227	0.6
Telecommunication	22,051	2,848		24,899	62.2
Internet and Email	7,072	1,807		8,879	22.2
Total Direct Request From Recipient's Company	34	117		151	0.2
Written	32	1		33	0.1
Telecommunication	1			1	0.0
Internet and Email	1	116		117	0.3
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association	2,043			2,043	5.1
Business Directories	2,091	1,710		3,801	9.5
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	33,489	6,511		40,000	100.0
Percent	83.7	16.3		100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	39,985	100.0
Individual by Name Only	15	0.0
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	40,000	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	564
Arizona	603
Arkansas	360
California	3,056
Colorado	817
Connecticut	580
Delaware	130
District of Columbia	138
Florida	2,089
Georgia	995
Idaho	241
Illinois	2,364
Indiana	954
Iowa	615
Kansas	619
Kentucky	549
Louisiana	302
Maine	251
Maryland	713
Massachusetts	1,120
Michigan	1,225
Minnesota	785
Mississippi	370
Missouri	1,053
Montana	195
Nebraska	418
Nevada	140
New Hampshire	248
New Jersey	944
New Mexico	182
New York	2,138
North Carolina	1,277
North Dakota	156
Ohio	1,783
Oklahoma	534
Oregon	548
Pennsylvania	1,870
Rhode Island	182
South Carolina	662
South Dakota	162
Tennessee	707
Texas	2,597
Utah	291
Vermont	143
Virginia	1,183
Washington	773
West Virginia	221
Wisconsin	961
Wyoming	110
TOTAL 48 CONTERMINOUS STATES	38,918
Alaska	40
Hawaii	75
TOTAL ALASKA & HAWAII	115
Single Copy Sales U.S. Unclassified	
TOTAL UNITED STATES	39,033
Poss. & Other Areas	
U.S. & POSS., etc.	39,033
Canada	933
International	34
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	967
E-Mail Address Only Other Unclassified	
GRAND TOTAL	40,000

NOTES

Definition of Recipient Qualification:

Qualified recipients are: Athletic Director, Associate/Assistant Athletic Director, Recreation/Intramural Director, Parks & Rec. Director/Commissioner/Superintendent, Executive Director/CEO/President/Owner, VP, Director, Architect/Consultant/Facilities Planner, Athletic Trainer, Sergeant/Lieutenant/Captain/Chief, Manager, Coordinator, Other Titled and Nontitled Personnel and Company Copies.

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

Qualified Nonpaid Association Subscriptions: Represent copies served to members of the Association of National Intramural-Recreational Sports. Receipt of this publication is a stated condition of membership.

Business Directories: Represent copies served to subscribers obtained from Dun & Bradstreet, and NACDA.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2018 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

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