



**AUDIT REPORT  
B2B Media**

**ATHLETIC BUSINESS**  
Madison, Wisconsin 53703

**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, JCCs, professional sports teams, stadiums and arenas, sports architecture firms, hospital and corporate wellness centers, and others allied to the industry.

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**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2023:**

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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>35,748</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	30,228
<b>Total Average Qualified Nonpaid Individual</b>	<b>30,228</b>
Qualified Nonpaid Association - Print	5,520
<b>Total Average Qualified Nonpaid Association</b>	<b>5,520</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>35,748</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions	150	
<b>Total Average Nonqualified Allocated for Shows &amp; Conventions</b>	<b>150</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	604	
<b>Total Average Nonqualified Miscellaneous, Including Staff Copies</b>	<b>604</b>	
<b>Total Average Nonqualified Circulation</b>		<b>754</b>

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

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**CIRCULATION BY ISSUES**

	<b>Qualified Nonpaid - Print</b>
<b>2023 Issue</b>	
Jan/Feb	35,750
Mar	35,750
Apr	35,750
May	35,750
Jun	35,750
Jul/Aug	35,750
Sep	35,750
Oct	35,730
Nov/Dec	35,751

**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/ 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	9,798	27.4	9,798		7,993	462	28	60	215	449	29	160	4	114	192	92
2. College/University	15,388	43.0	11,112	4,276	1,448	1,918	2,264	23	397	3,128	68	996	19	1,282	2,675	1,170
3. Parks & Rec., Community/Municipal Recreation	3,128	8.7	3,127	1	120	46	245	783	251	647	33	6	5	627	307	58
4. Health Club	1,821	5.1	1,821		24	7	3	1	1,030	340	8	35		263	52	58
5. YMCA/YWCA	870	2.4	870		31	9	9	1	344	362	3	7		54	35	15
6. Stadium Arena	60	0.2	60		1	2			13	12	6		1	16	4	5
7. Private Sports/Recreation Center	873	2.4	873		33	5	17	9	334	229	5	33		158	33	17
8. Military	297	0.8	297		15	6	7	1	16	90	4	9	21	74	44	10
9. Corporate Rec./Fitness Center	373	1.0	373		19	2	7	1	143	75	4	17	1	77	18	9
10. Jewish Community Center	99	0.3	99		4		3		18	63		1		7	1	2
11. Architectural/Specialty Design Firms	1,083	3.0	1,083		3	4	3		375	68	512			82	22	14
12. Wellness Center/Hospital/Clinic	385	1.1	385		7	2	3	1	114	90	4	32	1	72	34	25
13. Dealer/Distributor	197	0.6	197		1		1	1	76	28	10	2		48	14	16
14. Pro Sport	138	0.4	138		3	1		1	47	40	3	5		21	9	8
15. Amateur/Governmental Sports Organization	370	1.0	370		44	10	9	10	107	86	3	5	5	54	27	10
16. Hotel/Resort	10		10						1	4	1			4		
17. Police/Fire Dept./Law Enforcement	58	0.2	58						6	12		2	22	4	7	5
18. Church	59	0.2	59		11	2	8	2	1	16	2	2		7	7	1
19. Business/Program Management Consulting Firm	616	1.7	616		7	6		1	330	74	37	7		96	31	27
20. Manufacturers	5		5						3			1		1		
21. Commercial Sportsplex	13		13				1		7	2				2	1	
22. Other	110	0.3	110					1	18	15	1	2		14	2	57
<b>Total Qualified Circulation</b>	<b>35,751</b>	<b>100.0</b>	<b>31,474</b>	<b>4,277</b>	<b>9,764</b>	<b>2,482</b>	<b>2,608</b>	<b>896</b>	<b>3,846</b>	<b>5,830</b>	<b>733</b>	<b>1,322</b>	<b>79</b>	<b>3,077</b>	<b>3,515</b>	<b>1,599</b>

## AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>10,817</b>	<b>5,550</b>	<b>1,970</b>	<b>18,337</b>	<b>51.3</b>
Written	28	13	8	49	0.1
Telecommunication	6,420	4,259	1,603	12,282	34.4
Internet and Email	4,369	1,278	359	6,006	16.8
<b>Total Direct Request From Recipient's Company</b>	<b>111</b>	<b>10</b>	<b>7</b>	<b>128</b>	<b>0.4</b>
Written	1			1	
Telecommunication					
Internet and Email	110	10	7	127	0.4
<b>Total Communication Other Than Request</b>	<b>2,757</b>	<b>10,252</b>		<b>13,009</b>	<b>36.4</b>
Written					
Telecommunication					
Internet and Email	2,757	10,252		13,009	36.4
Association	2,189	1,035	1,053	4,277	12.0
Business Directories					
Lists					
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>15,874</b>	<b>16,847</b>	<b>3,030</b>	<b>35,751</b>	<b>100.0</b>
<b>Percent</b>	<b>44.4</b>	<b>47.1</b>	<b>8.5</b>	<b>100.0</b>	

## MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	35,606	99.6
Individual by Name Only	121	0.3
Title or Occupation Only	17	0.1
Company Name Only	7	0.0
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>35,751</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>35,751</b>	<b>100.0</b>

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	649
Arizona	475
Arkansas	287
California	2,858
Colorado	715
Connecticut	450
Delaware	113
District of Columbia	135
Florida	2,416
Georgia	1,043
Idaho	132
Illinois	1,738
Indiana	903
Iowa	566
Kansas	554
Kentucky	664
Louisiana	471
Maine	171
Maryland	681
Massachusetts	895
Michigan	1,238
Minnesota	727
Mississippi	358
Missouri	869
Montana	113
Nebraska	368
Nevada	118
New Hampshire	182
New Jersey	701
New Mexico	163
New York	1,742
North Carolina	1,123
North Dakota	184
Ohio	1,774
Oklahoma	417
Oregon	422
Pennsylvania	1,599
Rhode Island	117
South Carolina	602
South Dakota	115
Tennessee	704
Texas	1,782
Utah	301
Vermont	97
Virginia	1,116
Washington	576
West Virginia	194
Wisconsin	1,017
Wyoming	75
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>34,710</b>
Alaska	43
Hawaii	73
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>116</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>34,826</b>
Poss. & Other Areas	13
<b>U.S. &amp; POSS., etc.</b>	<b>34,839</b>
Canada	877
International	
Military or Civilian Personnel Overseas	35
<b>TOTAL INTERNATIONAL</b>	<b>912</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>35,751</b>

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**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 National Intramural-Recreational Sports Association (NIRSA). Receipt of this publication is a stated benefit of membership.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov/Dec 2023 issue.

**Allocated for Shows and Conventions:**

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
AB Media	Baltimore, Md.	Nov 1-4	July/Aug	150
AB Media	Baltimore, Md.	Nov 1-4	Oct	150
AB Media	Baltimore, Md.	Nov 1-4	Nov/Dec	1,000

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***