

# Athletic Business

## THE POWER OF PRINT

### Partnering with an audited publication like *Athletic Business*

ensures that your message gets in front of the highest quality athletic, fitness and recreation professionals — almost all of whom make the purchasing decisions for their organization.

87%

of our audience say their budget either increased or remained the same in 2019 vs. 2018

\*According to the 2019 AB Buyers Guide survey

89%

of our print circulation directly requested to receive *Athletic Business* within the past 24 months

\*According to the 2018 AB audit report

100%

of our print circulation has renewed/subscribed in the past 30 months

40,000

athletic, fitness and recreation professionals rely on *Athletic Business* to find the products they need to run profitable programs and facilities

**A : Z : B : E : E : S**  
ASBPE Awards of Excellence

Our award-winning magazine provides a credible platform to market your brand to top professionals in the industry.

No other media brand delivers the entire market of athletic, fitness and recreation professionals like *Athletic Business*. With the highest quality audience and unparalleled print engagement, advertising in *AB* magazine is a must for 2019!



**LEARN MORE ABOUT PRINT ADVERTISING WITH AB AT [ATHLETICBUSINESS.INFO/PRINT](http://ATHLETICBUSINESS.INFO/PRINT)**