



**Alliance for
Audited Media**
TRANSACTION WITH TRUST

**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.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2021:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		38,260
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print	32,983	
Total Average Qualified Nonpaid Individual	32,983	
Qualified Nonpaid Association - Print	5,277	
Total Average Qualified Nonpaid Association	5,277	
Total Average Qualified Nonpaid Circulation		38,260

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions	139	
Total Average Nonqualified Allocated for Shows & Conventions Circulation	139	
Nonqualified Miscellaneous, Including Staff Copies - Print	653	
Total Average Nonqualified Miscellaneous, Including Staff Copies Circulation	653	
Total Average Nonqualified Circulation		792

AUDIT STATEMENT

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

CIRCULATION BY ISSUES

2021 Issue	Qualified Nonpaid - Print
Jan/Feb	38,000
Mar	38,226
Apr	38,231
May	38,220
Jun	38,252
Jul/Aug	38,793
Sep	38,618
Oct	38,000
Nov/Dec	38,000

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	12,819	33.7	12,818	1	10,692	642	36	93	172	467	38	256	5	160	185	73
2. College/University	14,266	37.5	8,996	5,270	2,535	2,192	1,793	27	294	1,847	83	613	7	1,361	2,774	740
3. Parks & Rec., Community/Municipal Recreation	3,377	8.9	3,369	8	156	47	236	846	258	599	30	5	5	784	387	24
4. Health Club	1,473	3.9	1,472	1	39	5	7	2	753	207	5	25		390	34	6
5. YMCA/YWCA	1,068	2.8	1,068		74	12	13	2	471	386	4	10		64	31	1
6. Stadium Arena	40	0.1	40			1		1	12	8	1			10	3	4
7. Private Sports/Recreation Center	847	2.2	847		43	11	15	12	342	182	6	22	1	172	32	9
8. Military	228	0.6	228		18	4	8	1	10	69	2	7	17	58	30	4
9. Corporate Rec./Fitness Center	500	1.3	500		21	2	2	1	234	62	2	11	1	138	25	1
10. Jewish Community Center	71	0.2	71		5		3	1	17	31	2	1		7	4	
11. Architectural/Specialty Design Firms	1,025	2.7	1,025			1	3		327	54	531			69	26	14
12. Wellness Center/Hospital/Clinic	406	1.1	406		5	2	4		156	95	3	24	2	83	27	5
13. Dealer/Distributor	462	1.2	462		3	1			227	53	10	3		122	27	16
14. Pro Sport	180	0.5	180		1		2	2	66	49	2	7		42	6	3
15. Amateur/Governmental Sports Organization	352	0.9	350	2	28	9	5	5	138	79	4	8		49	18	9
16. Hotel/Resort	47	0.1	47					1	9	20				15	2	
17. Police/Fire Dept./Law Enforcement	37	0.1	37						4	5	1	1	13	6	5	2
18. Church	53	0.1	53		9	1	7	1	5	15				8	5	2
19. Business/Program Management Consulting Firm	430	1.1	430		3	2	2	2	209	73	30	3		67	28	11
20. Manufacturers	22	0.1	22						7	3				8	3	1
21. Commercial Sportsplex	4	0.0	4						3	1						
22. Other	293	0.8	291	2	7	2	2	1	106	41	10	11	1	47	16	49
Total Qualified Circulation	38,000	100.0	32,716	5,284	13,639	2,934	2,138	998	3,820	4,346	764	1,007	52	3,660	3,668	974

AGE OF SOURCE ANALYSIS

Source	Qualified Within				Percent
	1 Year	2 Years	3 Years	Total	
Total Direct Request From Recipient	7,146	15,163	8,140	30,449	80.1
Written	9	69	17	95	0.3
Telecommunication	3,750	12,492	6,326	22,568	59.4
Internet and Email	3,387	2,602	1,797	7,786	20.5
Total Direct Request From Recipient's Company	137	99	26	262	0.7
Written		5	20	25	0.1
Telecommunication					
Internet and Email	137	94	6	237	0.6
Total Communication Other Than Request		23		23	0.1
Written					
Telecommunication					
Internet and Email		23		23	0.1
Association	3,591	1,195	505	5,291	13.9
Business Directories		1,975		1,975	5.2
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	10,874	18,455	8,671	38,000	100.0
Percent	28.6	48.6	22.8	100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	37,815	99.5
Individual by Name Only	181	0.5
Title or Occupation Only	1	
Company Name Only	3	0.0
Multicopy Same Addressee		
Total Qualified Subscriptions	38,000	100.0
Total Qualified Circulation	38,000	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	524
Arizona	578
Arkansas	323
California	2,845
Colorado	765
Connecticut	524
Delaware	126
District of Columbia	119
Florida	2,084
Georgia	1,113
Idaho	227
Illinois	2,007
Indiana	935
Iowa	551
Kansas	636
Kentucky	580
Louisiana	321
Maine	246
Maryland	706
Massachusetts	1,010
Michigan	1,132
Minnesota	751
Mississippi	400
Missouri	1,009
Montana	167
Nebraska	420
Nevada	119
New Hampshire	241
New Jersey	991
New Mexico	164
New York	1,927
North Carolina	1,198
North Dakota	172
Ohio	1,625
Oklahoma	476
Oregon	494
Pennsylvania	1,817
Rhode Island	159
South Carolina	583
South Dakota	89
Tennessee	642
Texas	2,538
Utah	286
Vermont	119
Virginia	1,266
Washington	636
West Virginia	221
Wisconsin	935
Wyoming	100
TOTAL 48 CONTERMINOUS STATES	36,897
Alaska	23
Hawaii	69
TOTAL ALASKA & HAWAII	92
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	36,989
Poss. & Other Areas	11
U.S. & POSS., etc.	37,000
Canada	961
International	24
Military or Civilian Personnel Overseas	15
TOTAL INTERNATIONAL	1,000
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	38,000

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

Business Directories: Represent copies served to subscribers obtained from InfoGroup 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 November/December 2021 issue.

Age of Source Projection: Due to the disruption of normal business activities created by COVID-19, the figures used are based on the percentages established for the November/December 2020 and projected against the totals for the November/December 2021. Sources that exceed 36 months will qualify as copies served until normal business activities resume.

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