



# 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, 2022:**

---

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>36,250</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	29,997
<b>Total Average Qualified Nonpaid Individual</b>	<b>29,997</b>
Qualified Nonpaid Association - Print	6,253
<b>Total Average Qualified Nonpaid Association</b>	<b>6,253</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>36,250</b>

---

**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions	254
<b>Total Average Nonqualified Allocated for Shows &amp; Conventions Circulation</b>	<b>254</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	609
<b>Total Average Nonqualified Miscellaneous, Including Staff Copies Circulation</b>	<b>609</b>
<b>Total Average Nonqualified Circulation</b>	<b>863</b>

**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**

	<b>Qualified Nonpaid - Print</b>
<b>2022 Issue</b>	
Jan/Feb	38,000
Mar	38,000
Apr	35,750
May	35,750
Jun	35,750
Jul/Aug	35,751
Sep	35,750
Oct	35,750
Nov/Dec	35,750

**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	10,104	28.3	10,104		8,340	498	32	73	212	395	23	159	4	105	193	70
2. College/University	15,181	42.5	9,527	5,654	1,566	1,804	2,188	27	453	2,854	56	900	16	1,289	3,452	576
3. Parks & Rec., Community/Municipal Recreation	3,011	8.4	3,009	2	135	42	205	801	247	620	22	7	5	594	308	25
4. Health Club	1,689	4.7	1,689		26	5	5	1	1,017	272	4	32		269	49	9
5. YMCA/YWCA	906	2.5	906		41	10	10	2	363	380	2	7		52	31	8
6. Stadium Arena	52	0.1	52			1			13	10	3		1	14	4	6
7. Private Sports/Recreation Center	762	2.1	762		37	5	19	8	301	190	5	36		131	21	9
8. Military	189	0.5	189		8	5	4	1	10	55	1	8	13	43	34	7
9. Corporate Rec./Fitness Center	325	0.9	325		21	2	6		123	61	3	12	1	74	19	3
10. Jewish Community Center	93	0.3	93		3		4	1	17	61	1	1		5		
11. Architectural/Specialty Design Firms	991	2.8	991		2	2	4		376	60	433			73	25	16
12. Wellness Center/Hospital/Clinic	330	0.9	330		9	2	3	1	116	72	2	32	2	60	27	4
13. Dealer/Distributor	520	1.5	520		2	1			262	55	10	3		128	46	13
14. Pro Sport	135	0.4	135		3	1		1	55	39	1	4		21	5	5
15. Amateur/Governmental Sports Organization	345	1.0	345		43	9	8	11	101	80	1	6	2	44	27	13
16. Hotel/Resort	36	0.1	36				1	1	5	19				8	2	
17. Police/Fire Dept./Law Enforcement	51	0.1	51						5	14	1	2	17	2	8	2
18. Church	62	0.2	62		12	2	8	2	4	14	1	1		10	7	1
19. Business/Program Management Consulting Firm	578	1.6	578		5	4	2	1	328	75	20	6		94	33	10
20. Manufacturers	11	0.0	11						1	1	1			6	1	1
21. Commercial Sportsplex	4	0.0	4						4							
22. Other	375	1.0	373	2	9	1	4	1	142	52	7	12	1	53	17	76
<b>Total Qualified Circulation</b>	<b>35,750</b>	<b>100.0</b>	<b>30,092</b>	<b>5,658</b>	<b>10,262</b>	<b>2,394</b>	<b>2,503</b>	<b>932</b>	<b>4,155</b>	<b>5,379</b>	<b>597</b>	<b>1,228</b>	<b>62</b>	<b>3,075</b>	<b>4,309</b>	<b>854</b>

**AGE OF SOURCE ANALYSIS**

Source	Qualified Within				Percent
	1 Year	2 Years	3 Years	Total	
<b>Total Direct Request From Recipient</b>	<b>12,124</b>	<b>4,429</b>	<b>2,390</b>	<b>18,943</b>	<b>53.0</b>
Written	12	3	5	20	0.1
Telecommunication	8,896	3,282	1,213	13,391	37.5
Internet and Email	3,216	1,144	1,172	5,532	15.5
<b>Total Direct Request From Recipient's Company</b>	<b>14</b>	<b>15</b>	<b>69</b>	<b>98</b>	<b>0.3</b>
Written					
Telecommunication					
Internet and Email	14	15	69	98	0.3
<b>Total Communication Other Than Request</b>	<b>11,051</b>			<b>11,051</b>	<b>30.9</b>
Written					
Telecommunication					
Internet and Email	11,051			11,051	30.9
Association	2,529	2,362	767	5,658	15.8
Business Directories					
Lists					
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>25,718</b>	<b>6,806</b>	<b>3,226</b>	<b>35,750</b>	<b>100.0</b>
<b>Percent</b>	<b>71.9</b>	<b>19.0</b>	<b>9.0</b>	<b>100.0</b>	

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	607
Arizona	520
Arkansas	309
California	3,030
Colorado	688
Connecticut	501
Delaware	134
District of Columbia	108
Florida	2,041
Georgia	975
Idaho	159
Illinois	1,725
Indiana	861
Iowa	525
Kansas	546
Kentucky	528
Louisiana	387
Maine	197
Maryland	666
Massachusetts	949
Michigan	1,166
Minnesota	695
Mississippi	404
Missouri	845
Montana	129
Nebraska	358
Nevada	133
New Hampshire	222
New Jersey	813
New Mexico	164
New York	1,658
North Carolina	1,210
North Dakota	162
Ohio	1,694
Oklahoma	388
Oregon	474
Pennsylvania	1,514
Rhode Island	132
South Carolina	534
South Dakota	98
Tennessee	638
Texas	2,261
Utah	323
Vermont	99
Virginia	1,227
Washington	599
West Virginia	211
Wisconsin	972
Wyoming	79
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>34,658</b>
Alaska	41
Hawaii	68
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>109</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>34,767</b>
Poss. & Other Areas	16
<b>U.S. &amp; POSS., etc.</b>	<b>34,783</b>
Canada	945
International	10
Military or Civilian Personnel Overseas	12
<b>TOTAL INTERNATIONAL</b>	<b>967</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>35,750</b>

---

## 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; and Geographic Analysis is from an analysis of the November/December 2022 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***