

AUDIT REPORT
B2B Media

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.

REPORT FOR 18 MONTHS ENDED DECEMBER 31, 2020: In accordance with Rule B 2.5 of the AAM Rules, averages shown are for 12 months ended December 31, 2020 and for 6 months ended December 31, 2019.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2020:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	38,387
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	33,614
Total Average Qualified Nonpaid Individual	33,614
Qualified Nonpaid Association - Print	4,773
Total Average Qualified Nonpaid Association	4,773
Total Average Qualified Nonpaid Circulation	38,387

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions	72
Total Average Nonqualified Allocated for Shows & Conventions Circulation	72
Nonqualified Miscellaneous, Including Staff Copies - Print	854
Total Average Nonqualified Miscellaneous, Including Staff Copies Circulation	854
Total Average Nonqualified Circulation	926

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 6 MONTHS ENDED DECEMBER 31, 2019:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		40,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print	36,489	
Total Average Qualified Nonpaid Individual	36,489	
Qualified Nonpaid Association - Print	3,511	
Total Average Qualified Nonpaid Association	3,511	
Total Average Qualified Nonpaid Circulation		40,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions	559	
Total Average Nonqualified Allocated for Shows & Conventions Circulation	559	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,246	
Total Average Nonqualified Miscellaneous, Including Staff Copies Circulation	1,246	
Total Average Nonqualified Circulation	1,805	

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

	Qualified Nonpaid - Print
2019 Issue	
Jul/Aug	40,000
Sep	40,000
Oct	40,000
Nov/Dec	40,000
2020 Issue	
Jan/Feb	40,000
Mar	40,000
Apr	40,000
May	40,000
Jun	36,929
Jul/Aug	36,901
Sep	37,219
Oct	37,216
Nov/Dec	37,215

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/Commissioner/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	10,969	29.5	10,969		9,150	571	30	72	127	396	33	262	4	136	160	28
2. College/University	13,544	36.4	8,364	5,180	2,451	2,090	1,900	27	266	1,577	82	560	11	1,350	2,876	354
3. Parks & Rec., Community/Municipal Recreation	3,904	10.5	3,903	1	174	63	295	992	250	659	44	9	6	862	544	6
4. Health Club	1,872	5.0	1,872		48	5	5	4	961	252	8	33		507	46	3
5. YMCA/YWCA	1,323	3.6	1,323		91	14	23	2	563	481	7	12		85	45	
6. Stadium Arena	4	0.0	4								2			1	1	
7. Private Sports/Recreation Center			1,144		58	13	14	15	457	241	6	32	1	253	50	4
8. Military	294	0.8	294		28	6	9	3	5	101	3	13	17	69	37	3
9. Corporate Rec./Fitness Center	705	1.9	705		30	3	5	2	333	86	1	18	1	189	36	1
10. Jewish Community Center	107	0.3	107		7		3	1	24	50	1	2		13	6	
11. Architectural/Specialty Design Firms	1,215	3.3	1,215		1	1	2		395	81	621			80	30	4
12. Wellness Center/Hospital/Clinic	457	1.2	457		4	2	4		162	110	4	34	2	96	35	4
13. Dealer/Distributor	490	1.3	490			1	1		239	63	9	4		136	32	5
14. Pro Sport	184	0.5	184		2	1	1	2	61	47	6	8		47	7	2
15. Amateur/Governmental Sports Organization	353	0.9	352	1	15	2	2	7	156	91	4	6		45	21	4
16. Hotel/Resort	47	0.1	47		1			1	9	18				16	2	
17. Police/Fire Dept./Law Enforcement	35	0.1	35		1				2	7	1		12	5	6	1
18. Church	55	0.1	55		8	1	8	2	5	17				7	6	1
19. Business/Program Management Consulting Firm	480	1.3	480		3	2	3	1	233	82	37	4		69	35	11
20. Other	33	0.1	33						1	6	1			6	3	16
Total Qualified Circulation	37,215	100.0	32,033	5,182	12,072	2,775	2,305	1,131	4,249	4,365	870	997	54	3,972	3,978	447

AGE OF SOURCE ANALYSIS

Source	Qualified Within				Percent
	1 Year	2 Years	3 Years	Total	
Total Direct Request From Recipient	6,999	14,849	7,972	29,820	80.1
Written	9	67	17	93	0.3
Telecommunication	3,673	12,234	6,195	22,102	59.4
Internet and Email	3,317	2,548	1,760	7,625	20.5
Total Direct Request From Recipient's Company	134	97	25	256	0.7
Written		5	19	24	0.1
Telecommunication					
Internet and Email	134	92	6	232	0.6
Total Communication Other Than Request		22		22	0.1
Written					
Telecommunication					
Internet and Email		22		22	0.1
Association	3,517	1,170	495	5,182	13.9
Business Directories		1,935		1,935	5.2
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	10,650	18,073	8,492	37,215	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	37,178	99.9
Individual by Name Only	35	0.1
Title or Occupation Only	2	0.0
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	37,215	100.0
Total Qualified Circulation	37,215	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	507
Arizona	551
Arkansas	290
California	2,805
Colorado	780
Connecticut	522
Delaware	131
District of Columbia	122
Florida	2,158
Georgia	1,092
Idaho	208
Illinois	2,012
Indiana	886
Iowa	527
Kansas	585
Kentucky	550
Louisiana	311
Maine	237
Maryland	703
Massachusetts	985
Michigan	1,059
Minnesota	728
Mississippi	354
Missouri	946
Montana	161
Nebraska	402
Nevada	123
New Hampshire	227
New Jersey	995
New Mexico	161
New York	1,859
North Carolina	1,190
North Dakota	160
Ohio	1,594
Oklahoma	467
Oregon	514
Pennsylvania	1,823
Rhode Island	158
South Carolina	574
South Dakota	89
Tennessee	613
Texas	2,412
Utah	293
Vermont	120
Virginia	1,262
Washington	635
West Virginia	207
Wisconsin	891
Wyoming	96
TOTAL 48 CONTERMINOUS STATES	36,075
Alaska	26
Hawaii	73
TOTAL ALASKA & HAWAII	99
Single Copy Sales	
U.S. Unclassified	15
TOTAL UNITED STATES	36,189
Poss. & Other Areas	
U.S. & POSS., etc.	36,189
Canada	980
International	28
Military or Civilian Personnel Overseas	18
TOTAL INTERNATIONAL	1,026
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	37,215

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 2020 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