

## B2B Media

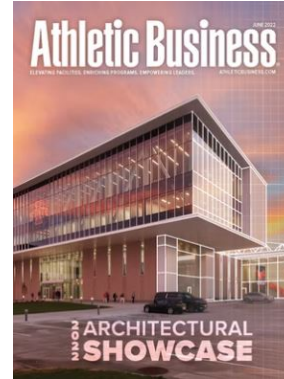
### Publisher's Statement

6 months ended June 30, 2022

Subject to Audit

### 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.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>36,650</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		30,135
Qualified Nonpaid Association - Print		6,515
<b>Total Average Qualified Nonpaid Circulation</b>		<b>36,650</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	69
Nonqualified Miscellaneous, Including Staff Copies - Print	703
<b>Total Average Nonqualified Circulation</b>	<b>772</b>

<b>CIRCULATION BY ISSUES</b>	
Issue	Qualified Nonpaid - Print
Jan/Feb	38,000
Mar	38,000
Apr	35,750
May	35,750
Jun	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/ 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	11,628	32.5	11,628		10,182	421	25	59	168	322	19	130	1	89	150	62
2.	College/University	15,448	43.2	9,159	6,289	2,716	1,866	2,169	18	400	2,492	45	729	3	1,112	3,213	685
3.	Parks & Rec., Community/Municipal Recreation	2,601	7.3	2,599	2	123	38	181	738	213	530	19	3	3	485	243	25
4.	Health Club	1,313	3.7	1,313		26	4	2	1	754	236	3	21		215	42	9
5.	YMCA/YWCA	803	2.2	803		37	8	7	2	322	338	2	6		47	30	4
6.	Stadium Arena	43	0.1	43			1			13	6	2			13	3	5
7.	Private Sports/Recreation Center	593	1.7	593		36	5	18	7	222	151	4	28		97	20	5
8.	Military	158	0.4	158		6	5	3	1	6	45	2	6	10	38	27	9
9.	Corporate Rec./Fitness Center	273	0.8	273		14	2	5		105	55	1	7		66	16	2
10.	Jewish Community Center	75	0.2	75		2		3	1	15	49	1	1		3		
11.	Architectural/Specialty Design Firms	823	2.3	823		1	1	5		310	53	366			54	20	13
12.	Wellness Center/Hospital/Clinic	289	0.8	289		5	2	4	1	101	76	2	20		55	19	4
13.	Dealer/Distributor	381	1.1	381		1	1			190	47	8	2		91	29	12
14.	Pro Sport	107	0.3	107		3	1		1	44	27	2	3		20	3	3
15.	Amateur/Governmental Sports Organization	303	0.8	303		41	8	9	8	79	71	2	7	2	45	20	11
16.	Hotel/Resort	26	0.1	26				1	1	2	14				8		
17.	Police/Fire Dept./Law Enforcement	23	0.1	23						1	5	1	1	8	1	4	2
18.	Church	47	0.1	47		9	2	8	1	4	9	1	1		7	3	2
19.	Business/Program Management Consulting Firm	425	1.2	425		6	3	2	2	238	55	16	5		69	22	7
20.	Manufacturers	14	0.0	14						4	1				7	1	1
21.	Commercial Sportsplex	4	0.0	4						4							
22.	Other	373	1.0	371	2	10	2	4	1	139	49	8	11	1	51	19	78
<b>Total Qualified Circulation</b>		<b>35,750</b>	<b>100.0</b>	<b>29,457</b>	<b>6,293</b>	<b>13,218</b>	<b>2,370</b>	<b>2,446</b>	<b>842</b>	<b>3,334</b>	<b>4,631</b>	<b>504</b>	<b>981</b>	<b>28</b>	<b>2,573</b>	<b>3,884</b>	<b>939</b>

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>6,722</b>	<b>14,266</b>	<b>7,658</b>	<b>28,646</b>	<b>80.1</b>
Written	8	65	16	89	0.3
Telecommunication	3,528	11,753	5,951	21,232	59.4
Internet and Email	3,186	2,448	1,691	7,325	20.5
<b>Total Direct Request From Recipient's Company</b>	<b>129</b>	<b>93</b>	<b>25</b>	<b>247</b>	<b>0.7</b>
Written		5	19	24	0.1
Telecommunication					
Internet and Email	129	88	6	223	0.6
<b>Total Communication Other Than Request</b>		<b>22</b>		<b>22</b>	<b>0.1</b>
Written					
Telecommunication					
Internet and Email		22		22	0.1
Association	3,378	1,124	475	4,977	13.9
Business Directories		1,858		1,858	5.2
Lists					
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>10,229</b>	<b>17,363</b>	<b>8,158</b>	<b>35,750</b>	<b>100.0</b>
<b>Percent</b>	<b>28.6</b>	<b>48.6</b>	<b>22.8</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	35,469	99.2
Individual by Name Only	274	0.8
Title or Occupation Only	4	0.0
Company Name Only	3	0.0
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>35,750</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>35,750</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	612
Arizona	505
Arkansas	290
California	2,793
Colorado	632
Connecticut	514
Delaware	103
District of Columbia	137
Florida	1,787
Georgia	974
Idaho	149
Illinois	1,737
Indiana	919
Iowa	558
Kansas	581
Kentucky	517
Louisiana	358
Maine	220
Maryland	670
Massachusetts	977
Michigan	1,187
Minnesota	723
Mississippi	446
Missouri	914
Montana	150
Nebraska	390
Nevada	115
New Hampshire	232
New Jersey	864
New Mexico	166
New York	1,730
North Carolina	1,214
North Dakota	165
Ohio	1,736
Oklahoma	392
Oregon	476
Pennsylvania	1,617
Rhode Island	142
South Carolina	547
South Dakota	99
Tennessee	632
Texas	2,316
Utah	315
Vermont	96
Virginia	1,229
Washington	599
West Virginia	219
Wisconsin	963
Wyoming	81
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>34,788</b>
Alaska	31
Hawaii	72
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>103</b>
Single Copy Sales	
U.S. Unclassified	9
<b>TOTAL UNITED STATES</b>	<b>34,900</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>34,900</b>
Canada	830
International	10
Military or Civilian Personnel Overseas	10
<b>Total International</b>	<b>850</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.

**Business Directories:** Represent copies served to subscribers obtained from InfoGroup and NACDA.

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

**Age of Source Projection:** The figures used are based on percentages established for the Nov/Dec 2020 issue and projected against the totals for the June 2022 issue.

---

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** 9 times per year

**Format:** Standard

**Established:** 1977

**AAM Member Since:** 2018

**Member #:** 06-0154-0

**SRDS:** 132

Parent Company: Athletic Business Media, Inc.

SHAWN GAHAGAN  
President

MATT RENK  
Data & Audience Specialist

**Published by:**

Athletic Business Media, Inc.

22 E. Mifflin St. Ste. 910

Madison, WI 53703

T: (608) 249-0186 • F: (608) 249-1153

[www.athleticbusiness.com](http://www.athleticbusiness.com)