

## B2B Media

### Publisher's Statement

6 months ended December 31, 2018

*Subject to Audit*

### Field Served:

Athletic Business is read by individuals representing colleges and universities, high schools, park and recreation departments, military branches and bases, health clubs, YMCAs, professional sports teams, stadiums and arenas, sports architecture firms, hospital and corporate wellness centers and others allied to the industry.



| <b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b> |  | <b>40,000</b> |
|--|--|---------------|
| <b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>       |  |               |
| Qualified Nonpaid Individual - Print               |  | 38,005        |
| Qualified Nonpaid Association - Print              |  | 1,995         |
| <b>Total Average Qualified Nonpaid Circulation</b> |  | <b>40,000</b> |

| <b>AVERAGE NONQUALIFIED CIRCULATION</b>                    |              |
|--|--------------|
| Nonqualified Allocated for Shows & Conventions - Print     | 564          |
| Nonqualified Miscellaneous, Including Staff Copies - Print | 1,738        |
| <b>Total Average Nonqualified Circulation</b>              | <b>2,302</b> |

| <b>CIRCULATION BY ISSUES</b> |                           |
|------------------------------|---------------------------|
| Issue                        | Qualified Nonpaid - Print |
| Jul/Aug                      | 40,000                    |
| Sept                         | 40,000                    |
| Oct                          | 40,000                    |
| Nov/Dec                      | 40,000                    |

**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   | 12,648        | 31.6         | 12,648                    |                                       | 10,443            | 724                                    | 38                              | 95   | 144  | 470          | 34  | 350              | 4                                   | 163          | 178          | 5   |
| 2.                                    | College/University                           | 13,201        | 33.0         | 11,249                    | 1,952                                 | 2,354             | 3,306                                  | 1,771                           | 45   | 182  | 1,557        | 98  | 764              | 8                                   | 1,409        | 1,536        | 171   |
| 3.                                    | Parks & Rec., Community/Municipal Recreation | 4,540         | 11.4         | 4,534                     | 6                                     | 209               | 69                                     | 306                             | 1,141                                      | 311  | 794          | 44  | 13               | 9                                   | 1,022        | 619          | 3   |
| 4.                                    | Health Club                                  | 1,719         | 4.3          | 1,716                     | 3                                     | 73                | 5                                      | 7                               | 3  | 824  | 251          | 6   | 43               |                                     | 458          | 49           |   |
| 5.                                    | YMCA/YWCA                                    | 1,644         | 4.1          | 1,643                     | 1                                     | 124               | 16                                     | 27                              | 6  | 686  | 600          | 8   | 15               | 1                                   | 103          | 56           | 1   |
| 6.                                    | Private Sports/Recreation Center             | 1,125         | 2.8          | 1,125                     |                                       | 67                | 12                                     | 21                              | 17   | 471  | 221          | 9   | 29               | 1                                   | 225          | 51           | 1   |
| 7.                                    | Military                                     | 314           | 0.8          | 314                       |                                       | 39                | 9                                      | 14                              | 7  | 9  | 95           | 3   | 15               | 35                                  | 64           | 25           |   |
| 8.                                    | Corporate Rec./Fitness Center                | 911           | 2.3          | 911                       |                                       | 34                | 3                                      | 8                               | 2  | 433  | 110          | 2   | 21               | 2                                   | 256          | 40           |   |
| 9.                                    | Jewish Community Center                      | 128           | 0.3          | 128                       |                                       | 8                 |  | 4                               |  | 33   | 57           | 1   | 2                |                                     | 17           | 5            | 1   |
| 10.                                   | Architectural/Specialty Design Firms         | 1,424         | 3.6          | 1,424                     |                                       | 3                 | 3                                      | 1                               | 1  | 512  | 96           | 712                                       | 2                |                                     | 69           | 23           | 2   |
| 11.                                   | Wellness Center/Hospital/Clinic              | 587           | 1.5          | 587                       |                                       | 7                 | 3                                      | 6                               |  | 192  | 149          | 6   | 53               | 1                                   | 122          | 47           | 1   |
| 12.                                   | Dealer/Distributor                           | 453           | 1.1          | 453                       |                                       |                   | 2                                      | 1                               |  | 227  | 59           | 11  | 3                |                                     | 126          | 20           | 4   |
| 13.                                   | Pro Sport                                    | 256           | 0.6          | 256                       |                                       | 4                 | 3                                      | 1                               | 3  | 73   | 79           | 8   | 7                |                                     | 63           | 15           |   |
| 14.                                   | Amateur/Governmental Sports Organization     | 237           | 0.6          | 233                       | 4                                     | 12                | 4                                      | 3                               | 6  | 73   | 72           | 3   | 6                |                                     | 40           | 18           |   |
| 15.                                   | Hotel/Resort                                 | 71            | 0.2          | 71                        |                                       | 1                 |  |                                 | 1  | 11   | 25           | 1   | 1                |                                     | 27           | 4            |   |
| 16.                                   | Police/Fire Dept./Law Enforcement            | 50            | 0.1          | 50                        |                                       | 3                 |  |                                 |  | 3  | 6            | 1   |                  | 18                                  | 10           | 8            | 1   |
| 17.                                   | Church                                       | 64            | 0.2          | 64                        |                                       | 11                | 1                                      | 11                              | 2  | 7  | 19           |   |                  | 1                                   | 7            | 5            |   |
| 18.                                   | Business/Program Management Consulting Firm  | 616           | 1.5          | 613                       | 3                                     | 3                 | 2                                      | 2                               | 1  | 311  | 89           | 56  | 6                |                                     | 97           | 46           | 3   |
| 19.                                   | Other  | 12            | 0.0          | 12                        |                                       |                   |  |                                 |  | 1  | 4            |   | 1                |                                     | 5            |              | 1   |
| <b>Total Qualified Circulation</b>    |  | <b>40,000</b> | <b>100.0</b> | <b>38,031</b>             | <b>1,969</b>                          | <b>13,395</b>     | <b>4,162</b>                           | <b>2,221</b>                    | <b>1,330</b>                               | <b>4,503</b>                                 | <b>4,753</b> | <b>1,003</b>                              | <b>1,331</b>     | <b>80</b>                           | <b>4,283</b> | <b>2,745</b> | <b>194</b>  |

| AGE OF SOURCE ANALYSIS                               |                  |              |        |               |              |
|--|------------------|--------------|--------|---------------|--------------|
| Source   | Qualified Within |              |        |               |              |
|  | 1 Year           | 2 Year       | 3 Year | Total         | Percent      |
| <b>Total Direct Request From Recipient</b>           | <b>29,395</b>    | <b>4,684</b> |        | <b>34,079</b> | <b>85.2</b>  |
| Written  | 198              | 29           |        | 227           | 0.6          |
| Telecommunication                                    | 22,125           | 2,848        |        | 24,973        | 62.4         |
| Internet and Email                                   | 7,072            | 1,807        |        | 8,879         | 22.2         |
| <b>Total Direct Request From Recipient's Company</b> | <b>34</b>        | <b>117</b>   |        | <b>151</b>    | <b>0.4</b>   |
| Written  | 32               | 1            |        | 33            | 0.1          |
| Telecommunication                                    | 1                |              |        | 1             | 0.0          |
| Internet and Email                                   | 1                | 116          |        | 117           | 0.3          |
| <b>Total Communication Other Than Request</b>        |                  |              |        |               |              |
| Written  |                  |              |        |               |              |
| Telecommunication                                    |                  |              |        |               |              |
| Internet and Email                                   |                  |              |        |               |              |
| Association  | 1,969            |              |        | 1,969         | 4.9          |
| Business Directories                                 | 2,091            | 1,710        |        | 3,801         | 9.5          |
| Lists  |                  |              |        |               |              |
| Acquired Circulation                                 |                  |              |        |               |              |
| Other Sources  |                  |              |        |               |              |
| <b>Total Qualified Subscriptions</b>                 | <b>33,489</b>    | <b>6,511</b> |        | <b>40,000</b> | <b>100.0</b> |
| <b>Percent</b>                                       | <b>83.7</b>      | <b>16.3</b>  |        | <b>100.0</b>  |              |

| MAILING ADDRESS ANALYSIS                       |                              |              |
|--|------------------------------|--------------|
|  | Qualified<br>Nonpaid - Print | Percent      |
| Individual by Name and Title and/or Occupation | 39,984                       | 100.0        |
| Individual by Name Only                        | 16                           | 0.0          |
| Title or Occupation Only                       |                              |              |
| Company Name Only                              |                              |              |
| Multicopy Same Addressee                       |                              |              |
| <b>Total Qualified Subscriptions</b>           | <b>40,000</b>                | <b>100.0</b> |
| <b>Total Qualified Circulation</b>             | <b>40,000</b>                | <b>100.0</b> |

| <b>GEOGRAPHIC ANALYSIS</b>              |                                      |
|---|--------------------------------------|
| <b>State</b>                            | <b>Qualified<br/>Nonpaid - Print</b> |
| Alabama                                 | 573                                  |
| Arizona                                 | 610                                  |
| Arkansas                                | 361                                  |
| California                              | 3,047                                |
| Colorado                                | 823                                  |
| Connecticut                             | 588                                  |
| Delaware                                | 132                                  |
| District of Columbia                    | 138                                  |
| Florida                                 | 2,068                                |
| Georgia                                 | 998                                  |
| Idaho                                   | 238                                  |
| Illinois                                | 2,357                                |
| Indiana                                 | 952                                  |
| Iowa                                    | 613                                  |
| Kansas                                  | 622                                  |
| Kentucky                                | 564                                  |
| Louisiana                               | 325                                  |
| Maine                                   | 253                                  |
| Maryland                                | 712                                  |
| Massachusetts                           | 1,115                                |
| Michigan                                | 1,220                                |
| Minnesota                               | 770                                  |
| Mississippi                             | 374                                  |
| Missouri                                | 1,052                                |
| Montana                                 | 191                                  |
| Nebraska                                | 415                                  |
| Nevada                                  | 139                                  |
| New Hampshire                           | 248                                  |
| New Jersey                              | 948                                  |
| New Mexico                              | 178                                  |
| New York                                | 2,130                                |
| North Carolina                          | 1,271                                |
| North Dakota                            | 158                                  |
| Ohio                                    | 1,799                                |
| Oklahoma                                | 540                                  |
| Oregon                                  | 543                                  |
| Pennsylvania                            | 1,873                                |
| Rhode Island                            | 181                                  |
| South Carolina                          | 670                                  |
| South Dakota                            | 163                                  |
| Tennessee                               | 693                                  |
| Texas                                   | 2,585                                |
| Utah                                    | 295                                  |
| Vermont                                 | 143                                  |
| Virginia                                | 1,171                                |
| Washington                              | 767                                  |
| West Virginia                           | 223                                  |
| Wisconsin                               | 958                                  |
| Wyoming                                 | 108                                  |
| <b>TOTAL 48 CONTERMINOUS STATES</b>     | <b>38,895</b>                        |
| Alaska                                  | 39                                   |
| Hawaii                                  | 77                                   |
| <b>TOTAL ALASKA &amp; HAWAII</b>        | <b>116</b>                           |
| Single Copy Sales                       |                                      |
| U.S. Unclassified                       | 37                                   |
| <b>TOTAL UNITED STATES</b>              | <b>39,048</b>                        |
| Poss. & Other Areas                     |                                      |
| <b>U.S. &amp; POSS., etc.</b>           | <b>39,048</b>                        |
| Canada                                  | 950                                  |
| International                           | 2                                    |
| Military or Civilian Personnel Overseas |                                      |
| <b>Total International</b>              | <b>952</b>                           |
| E-mail Address Only                     |                                      |
| Other Unclassified                      |                                      |
| <b>GRAND TOTAL</b>                      | <b>40,000</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 Association of National Intramural-Recreational Sports. Receipt of this publication is a stated condition of membership.

**Business Directories:** Represent copies served to subscribers obtained from Dun & Bradstreet, 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 Nov/Dec 2018 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

DAVID RODAS  
Circulation Account Manager

**Published by:**

AB 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)