

## B2B Media

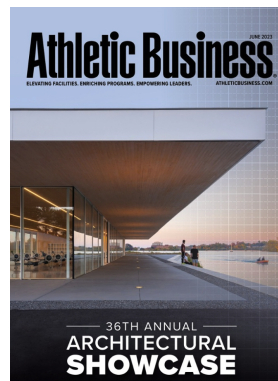
### Publisher's Statement

6 months ended June 30, 2023

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.



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		35,750
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		30,201
Qualified Nonpaid Association - Print		5,549
<b>Total Average Qualified Nonpaid Circulation</b>		<b>35,750</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		10
Nonqualified Miscellaneous, Including Staff Copies - Print		465
<b>Total Average Nonqualified Circulation</b>		<b>475</b>

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Jan/Feb		35,750
Mar		35,750
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/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	10,347	28.9	10,347		8,551	516	32	71	219	406	25	163	4	97	204	59
2.	College/University	15,596	43.6	9,575	6,021	1,596	1,903	2,590	26	423	3,167	59	899	17	1,211	3,211	494
3.	Parks & Rec., Community/Municipal Recreation	3,106	8.7	3,104	2	139	47	261	828	259	631	25	7	4	574	307	24
4.	Health Club	1,663	4.7	1,663		31	5	4	1	1,022	268	5	31		233	50	13
5.	YMCA/YWCA	910	2.5	910		41	9	11	2	378	377	2	7		47	31	5
6.	Stadium Arena	60	0.2	60		1	1			14	13	5		1	18	3	4
7.	Private Sports/Recreation Center	765	2.1	765		38	6	17	8	317	186	5	32		126	22	8
8.	Military	211	0.6	211		8	5	6	1	12	65	4	8	16	49	32	5
9.	Corporate Rec./Fitness Center	343	1.0	343		20	1	9	1	139	64	3	12	1	71	19	3
10.	Jewish Community Center	99	0.3	99		3		3		22	62	1	2		6		
11.	Architectural/Specialty Design Firms	1,005	2.8	1,005		2	2	4		379	59	450			71	25	13
12.	Wellness Center/Hospital/Clinic	329	0.9	329		8	2	3	1	118	72	3	28	1	60	27	6
13.	Dealer/Distributor	55	0.2	55			1			23	10	4	2		9	4	2
14.	Pro Sport	128	0.4	128		3	1		1	53	36	2	4		16	6	6
15.	Amateur/Governmental Sports Organization	361	1.0	361		43	10	9	10	116	81	1	6	4	43	26	12
16.	Hotel/Resort	3	0.0	3					1		1				1		
17.	Police/Fire Dept./Law Enforcement	51	0.1	51						6	14	1	2	15	3	8	2
18.	Church	63	0.2	63		13	2	9	2	3	15	1	2		9	7	
19.	Business/Program Management Consulting Firm	575	1.6	575		5	5	1	1	335	69	24	6		89	32	8
20.	Manufacturers	16	0.0	16						5	2				7	2	
21.	Commercial Sportsplex	3	0.0	3						3							
22.	Other	61	0.2	59	2	1				13	6		2		1	3	35
<b>Total Qualified Circulation</b>		<b>35,750</b>	<b>100.0</b>	<b>29,725</b>	<b>6,025</b>	<b>10,503</b>	<b>2,516</b>	<b>2,959</b>	<b>954</b>	<b>3,859</b>	<b>5,604</b>	<b>620</b>	<b>1,213</b>	<b>63</b>	<b>2,741</b>	<b>4,019</b>	<b>699</b>

AGE OF SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
<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>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	35,634	99.7
Individual by Name Only	96	0.3
Title or Occupation Only	13	0.0
Company Name Only	7	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>

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	610
Arizona	526
Arkansas	324
California	2,968
Colorado	680
Connecticut	500
Delaware	139
District of Columbia	107
Florida	2,048
Georgia	991
Idaho	156
Illinois	1,701
Indiana	873
Iowa	536
Kansas	543
Kentucky	544
Louisiana	402
Maine	197
Maryland	660
Massachusetts	949
Michigan	1,158
Minnesota	676
Mississippi	415
Missouri	845
Montana	134
Nebraska	364
Nevada	134
New Hampshire	210
New Jersey	782
New Mexico	167
New York	1,658
North Carolina	1,222
North Dakota	164
Ohio	1,690
Oklahoma	395
Oregon	479
Pennsylvania	1,527
Rhode Island	136
South Carolina	536
South Dakota	101
Tennessee	639
Texas	2,237
Utah	325
Vermont	104
Virginia	1,248
Washington	590
West Virginia	217
Wisconsin	979
Wyoming	85
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>34,671</b>
Alaska	45
Hawaii	69
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>114</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>34,785</b>
Poss. & Other Areas	8
<b>U.S. &amp; POSS., etc.</b>	<b>34,793</b>
Canada	934
International	6
Military or Civilian Personnel Overseas	17
<b>Total International</b>	<b>957</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; 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 2022 issue and projected against the totals for the Jun 2023 issue.

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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.

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