

Circulation Comparison—A competitive analysis

Club Industry's *Fitness Business Pro*, vs. the competition.
 December 2005 BPA Statements (*Fitness Business Pro*, *Fitness Management*), November 2005 Issue.¹

When comparing industry publications, it is important to analyze circulation to ensure you are reaching your target audience. *Fitness Business Pro* reaches decision makers in key markets, and is also the only publication in the industry whose subscribers are 100% BPA-qualified personal direct request.¹ 92.8% of these subscribers are qualified within one year, showing they have a strong interest in the magazine.

| <i>CLUB INDUSTRY'S FITNESS BUSINESS PRO</i> | TOTAL QUALIFIED | <i>FITNESS MANAGEMENT</i> | TOTAL QUALIFIED | <i>CLUB BUSINESS INTERNATIONAL</i> | TOTAL QUALIFIED |
|---|--------------------|---|--------------------|--|--------------------|
| Business and Industry | | Business and Industry | | Business and Industry | |
| Type of Club | | Type of Club | | Type of Club | |
| Multipurpose/Gym/Fitness Only Clubs | 16,011 | Fitness/Health Club | 13,423 | CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA | |
| YMCA/YWCA/JCC | 3,377 | YMCA/YWCA/JCC | 4,270 | | |
| Sports Clubs/Studios/Spas: Racquetball/Tennis Clubs, Golf/Country Clubs, Swim Clubs, Hotel/Resort/Spas, Aerobics/Dance/ Yoga/Pilates Studios, Martial Arts Studios/Indoor Climbing Centers | 3,273 | | | | |
| Wellness Clinics/Hospitals/ PT/Medical Fitness Centers; Corporate Recreational Facilities | 2,658 | Hospital/Medical Fitness Center, Corporate Fitness Facility* | 2,190 | | |
| Developer/Consultant/Architect/ Commercial Dealer/Retailer | 486 | Property Development/Management, Hotels/Resorts/Country Clubs | 494 | | |
| Colleges/Universities/Institutions | 2,734 | College/University | 2,788 | | |
| City Clubs, Park & Rec/Public Works/Community Center/ Government (including military) | 1,461 | Community Centers/ Parks & Recreation; Multi-housing Fitness Facilities; and others allied to the field | 1,194 | | |
| | | High School Athletic Facilities; Government/Military; Fire/Police Fitness Facilities; and Pro/Amateur Sports Teams | 719 | | |
| TOTAL QUALIFIED | 30,000 | TOTAL QUALIFIED | 25,078 | | |

For information on any of *Fitness Business Pro's* advertising opportunities, contact:

National Sales Manager: Marty McCallen (919) 567-8166, MMcCallen@prismb2b.com

Account Executive: Matt Sinkovich (312) 840-8481, MSinkovich@prismb2b.com

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*Corporate Fitness Facility & Hospital/Medical Fitness Center categories have been combined to match *Fitness Business Pro*.
 Source 1. *Fitness Business Pro* December 2005 BPA Publisher's Statement, circ. 30,000.
Fitness Management December 2005 BPA Publisher's Statement, circ. 25,078.

| <i>CLUB INDUSTRY'S FITNESS BUSINESS PRO</i> | TOTAL QUALIFIED | <i>FITNESS MANAGEMENT</i> | TOTAL QUALIFIED | <i>CLUB BUSINESS INTERNATIONAL</i> | TOTAL QUALIFIED |
|--|----------------------------|---|----------------------------|--|----------------------------|
| Classification by Title | | Classification by Title | | Classification by Title | |
| Owner, President, Vice President Manager, General Manager, Director, Assistant Manager | 25,684 | CEOs/Presidents/Owners/Vice Presidents/Executive Directors/ General Managers/Club Managers/ Directors/Managers/Administrators/ Program/Fitness Directors and Human Resource Director/Managers, | 20,989 | CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA | |
| Program Fitness Director | 2,470 | | | | |
| Athletic Director/ Assistant Athletic Director | 1,846 | Athletic Directors/Aquatics Directors/Swim Coaches | 2,743 | | |
| | | Associate/Assistant Athletic Directors/Coaches | 550 | | |
| | | Recreation/Intramural Director/ Associate, Parks & Recreation Directors/ Commissioners/Superintendents, MWR Directors/Recreation Sports Specialists Architects/Facility Managers and other titled and non-titled personnel allied to the field | 1,346 | | |
| TOTAL QUALIFIED | 30,000 | TOTAL QUALIFIED | 25,078 | | |

| Qualification Source | <i>CLUB INDUSTRY'S FITNESS BUSINESS PRO</i> | | | | <i>FITNESS MANAGEMENT</i> | | | <i>CLUB BUSINESS INTERNATIONAL</i> | | | | |
|--|---|---------|--------------------|---------|----------------------------|---------|--------------------|--|--|---------|-----------|---------|
| | Qualified Within 1 year | 2 years | Total Qualified | Percent | Qualified Within 1 year | 2 years | Total Qualified | Percent | Qualified Within 1 year | 2 years | Qualified | Percent |
| Personal direct request from the recipient | 27,839 | 2,161 | 30,000 | 100.0 | 18,288 | 2,322 | 20,610 | 82.3 | CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA | | | |
| Request from recipient's company | - | - | - | - | 2,546 | 58 | 2,604 | 10.3 | | | | |
| Association rosters and directories | - | - | - | - | 105 | 1,759 | 1,864 | 7.4 | | | | |
| Total Qualified Circulation | 27,839 | 2,161 | 30,000 | 100.0 | 20,939 | 4,139 | 25,078 | 100.0 | | | | |
| Percent | 92.8 | 7.2 | 100.0 | - | 83.5 | 16.5 | 100.0 | - | | | | |

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