

## Circulation Comparison—A competitive analysis

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

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% direct request qualified by BPA.<sup>1</sup> 93% of these subscribers are qualified within one year<sup>1</sup>, 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	13,298	<i>CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA</i>	
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	3,277				
Wellness Clinics/Hospitals/ PT/Medical Fitness Centers; Corporate Recreational Facilities	2,650	Hospital/Medical Fitness Center Corporate Fitness Facility*	1,955		
Developer/Consultant/Architect/ Commercial Dealer/Retailer	491	Property Development/Management, Hotels/Resorts/Country Clubs	477		
Colleges/Universities/Institutions	2,732	College/University	2,789		
YMCA/YWCA/JCC	3,378	YMCA/YWCA/JCC	4,765		
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	1,063		
		High School Athletic Facilities; Government/Military; Fire/Police Fitness Facilities; and Pro/Amateur Sports Teams	673		
<b>TOTAL QUALIFIED</b>	<b>30,000</b>	<b>TOTAL QUALIFIED</b>	<b>25,020</b>		

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

National Sales Manager: Marty McCallen (919) 567-8166, [MMcCallen@primediabusiness.com](mailto:MMcCallen@primediabusiness.com)

Account Executive: Matt Sinkovich (312) 840-8481, [MSinkovich@primediabusiness.com](mailto:MSinkovich@primediabusiness.com)

Classified Sales: Gary Kazmier (800) 443-4969 ext. 4, [gkazmier@primediabusiness.com](mailto:gkazmier@primediabusiness.com)



continued on next page

\*Corporate Fitness Facility & Hospital/Medical Fitness Center categories have been combined to match *Fitness Business Pro*.

Source 1. *Fitness Business Pro* June 2005 BPA Publisher's Statement, circ. 30,000. *Fitness Management* June 2005 BPA Publisher's Statement, circ. 25,020.

<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	25,797	CEOs/Presidents/Owners/Vice Presidents/Executive Directors/ General Managers/Club Managers/ Directors/Managers/Administrators/ Human Resource Director/Managers, Architects/Facility Managers**	16,389	<i>CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA</i>	
Program Fitness Director	2,371	Program/Fitness Directors	4,432		
Athletic Director/ Assistant Athletic Director	1,832	Athletic Directors/Aquatics Directors/Swim Coaches Associate/Assistant Athletic Directors/Coaches	2,297 550		
		Recreation/Intramural Director/ Associate, Parks & Recreation Directors/ Commissioners/Superintendents, MWR Directors/Recreation Sports Specialists	780		
		Other titled and non-titled personnel allied to the field	572		
<b>TOTAL QUALIFIED</b>	<b>30,000</b>	<b>TOTAL QUALIFIED</b>	<b>25,020</b>		

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	Total Qualified
Personal direct request from the recipient	27,839	2,161	30,000	100.0	18,245	2,317	20,562	82.2	<i>CLUB BUSINESS INTERNATIONAL RESIGNED FROM BPA</i>		
Request from recipient's company	-	-	-	-	2,540	58	2,598	10.4			
Association rosters and directories	-	-	-	-	105	1,755	1,860	7.4			
Total Qualified Circulation	27,839	2,161	30,000	100.0	20,890	4,130	25,020	100.0			
Percent	92.8	7.2	100.0	-	83.5	16.5	100.0	-			

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

National Sales Manager: Marty McCallen (919) 567-8166, [MMcCallen@primediabusiness.com](mailto:MMcCallen@primediabusiness.com)

Account Executive: Matt Sinkovich (312) 840-8481, [MSinkovich@primediabusiness.com](mailto:MSinkovich@primediabusiness.com)

Classified Sales: Gary Kazmier (800) 443-4969 ext. 4, [gkazmier@primediabusiness.com](mailto:gkazmier@primediabusiness.com)



\*\* Classification Titles have been combined to match *Fitness Business Pro*.  
 Source: June 2005 BPA Statements (*Fitness Business Pro*, *Fitness Management*)