

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media as well as more than 2,600 advertiser and agency members.

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A Penton Media Publication  
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[www.fitnessbusiness-pro.com](http://www.fitnessbusiness-pro.com)

Official Publication of: None  
Established: 1984  
Issues Per Year: 12



**FIELD SERVED**

Club Industry's Fitness Business Pro Magazine serves clubs, institutions and similar facilities in the health and fitness field. Included are multipurpose clubs, gym/fitness only clubs, YMCA/YWCA/JCC's, sports clubs, studios and spas as well as medically-based, educationally-based and community based fitness facilities (as described in paragraph 3a). Also served are consultants, developers, architects, commercial dealers and retailers.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include executive management (owners, presidents and vice presidents), operations management (general managers, directors, managers and assistant managers) and program management (athletic director, assistant athletic directors and program fitness directors) in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	50
Advertiser and Agency _____	783
Rotated or Occasional _____	6
Allocated for Trade Shows and Conventions _____	150
Electronic _____	-
All Other _____	557
<b>TOTAL</b>	<b>1,546</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,151	100.0	28,151	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,151</b>	<b>100.0</b>	<b>28,151</b>	<b>100.0</b>	-	-

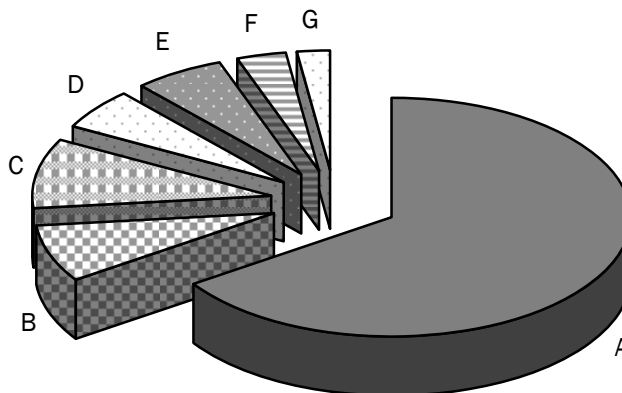
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	449	7	26,769	2,789			29,558	April _____	3,044	5	23,512	3,449			26,961
February _____	1,490	845	26,218	3,137			29,355	May _____	7,971	7,931	24,055	2,905			26,960
March _____	797	132	26,240	3,095			29,335	June _____	265	-	24,055	2,680			26,735
								<b>TOTAL</b>	<b>14,016</b>	<b>8,920</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
 This issue is 5.0% or 1,429 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Classification by Title		
					Executive Management	Facility Management	Program Management
					Owner, President and Vice President	Director, General Manager, and Assistant Manager	Athletic Director, Assistant Athletic Director and Program Fitness Director
Multipurpose/Gym/Fitness Only Clubs _____	17,687	65.6	16,256	1,431	9,418	6,430	1,839
YMCA/YWCA/JCC _____	2,086	7.7	1,734	352	258	1,115	713
Sports Clubs/Studios/Spas (Including Racquetball/Tennis Clubs, Golf/Country Clubs, Swim Clubs, Hotel/Resort/Spas, Aerobics/Dance/Yoga/ Pilates Studios, Martial Arts Studios, Indoor Climbing Centers) _____	2,556	9.5	2,254	302	1,523	870	163
Colleges/Universities/Institutions _____	1,457	5.4	1,046	411	108	665	684
Wellness Clinics/Hospitals/PT/Medical Fitness Centers (Including Corporate Recreational Facilities) _____	1,667	6.2	1,499	168	684	725	258
City Clubs, Park & Rec/Public Works/Community Center/Government (Including Military) _____	896	3.3	709	187	78	646	172
Consultants, Developers, Architects, Commercial Dealers and Retailers _____	611	2.3	557	54	435	161	15
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,960</b>	<b>100.0</b>	<b>24,055</b>	<b>2,905</b>	<b>12,504</b>	<b>10,612</b>	<b>3,844</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.2</b>	<b>10.8</b>	<b>46.4</b>	<b>39.4</b>	<b>14.2</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Multipurpose and Gym/Fitness Only Clubs _____	17,687	65.6
B YMCA, YWCA and JCC _____	2,086	7.7
C Sports Clubs/Studios and Spas _____	2,556	9.5
D Colleges, Universities and Institutions _____	1,457	5.4
E Wellness Clinics, Hospitals, Physical Therapy and Medical Fitness Centers _____	1,667	6.2
F City Clubs, Parks & Recreation, Public Works, Community Centers and Government _____	896	3.3
G Consultants, Developers, Architects, Commercial Dealers and Retailers _____	611	2.3
<b>TOTAL</b>	<b>26,960</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	23,697	3,263	-	24,055	2,905			26,960	100.0
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,697</b>	<b>3,263</b>	<b>-</b>	<b>24,055</b>	<b>2,905</b>			<b>26,960</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.9</b>	<b>12.1</b>	<b>-</b>	<b>89.2</b>	<b>10.8</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	24,055	2,905			26,960	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,055</b>	<b>2,905</b>			<b>26,960</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	138	16	154	
030-038 New Hampshire _____	162	23	185	
050-059 Vermont _____	93	7	100	
010-027 Massachusetts _____	728	82	810	
028-029 Rhode Island _____	101	11	112	
060-069 Connecticut _____	348	46	394	
<b>NEW ENGLAND</b>	<b>1,570</b>	<b>185</b>	<b>1,755</b>	<b>6.5</b>
100-149 New York _____	1,551	180	1,731	
070-089 New Jersey _____	837	79	916	
150-196 Pennsylvania _____	1,153	153	1,306	
<b>MIDDLE ATLANTIC</b>	<b>3,541</b>	<b>412</b>	<b>3,953</b>	<b>14.7</b>
430-459 Ohio _____	1,043	126	1,169	
460-479 Indiana _____	574	65	639	
600-629 Illinois _____	1,174	151	1,325	
480-499 Michigan _____	732	75	807	
530-549 Wisconsin _____	668	93	761	
<b>EAST NO. CENTRAL</b>	<b>4,191</b>	<b>510</b>	<b>4,701</b>	<b>17.4</b>
550-567 Minnesota _____	469	63	532	
500-528 Iowa _____	351	53	404	
630-658 Missouri _____	520	82	602	
580-588 North Dakota _____	69	8	77	
570-577 South Dakota _____	90	19	109	
680-693 Nebraska _____	197	17	214	
660-679 Kansas _____	275	60	335	
<b>WEST NO. CENTRAL</b>	<b>1,971</b>	<b>302</b>	<b>2,273</b>	<b>8.4</b>
197-199 Delaware _____	71	10	81	
206-219 Maryland _____	462	56	518	
200-205 Washington, DC _____	75	11	86	
220-246 Virginia _____	619	72	691	
247-268 West Virginia _____	118	10	128	
270-289 North Carolina _____	660	92	752	
290-299 South Carolina _____	338	36	374	
300-319 Georgia _____	661	72	733	
320-349 Florida _____	1,349	174	1,523	
<b>SOUTH ATLANTIC</b>	<b>4,353</b>	<b>533</b>	<b>4,886</b>	<b>18.1</b>

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	289	27	316	
370-385 Tennessee _____	454	58	512	
350-369 Alabama _____	290	34	324	
386-397 Mississippi _____	184	16	200	
<b>EAST SO. CENTRAL</b>	<b>1,217</b>	<b>135</b>	<b>1,352</b>	<b>5.0</b>
716-729 Arkansas _____	179	18	197	
700-714 Louisiana _____	297	34	331	
730-749 Oklahoma _____	252	30	282	
750-799 Texas _____	1,435	170	1,605	
<b>WEST SO. CENTRAL</b>	<b>2,163</b>	<b>252</b>	<b>2,415</b>	<b>9.0</b>
590-599 Montana _____	130	15	145	
832-838 Idaho _____	163	17	180	
820-831 Wyoming _____	73	10	83	
800-816 Colorado _____	452	61	513	
870-884 New Mexico _____	153	19	172	
850-865 Arizona _____	347	52	399	
840-847 Utah _____	193	24	217	
889-898 Nevada _____	148	10	158	
<b>MOUNTAIN</b>	<b>1,659</b>	<b>208</b>	<b>1,867</b>	<b>6.9</b>
995-999 Alaska _____	29	3	32	
980-994 Washington _____	561	85	646	
970-979 Oregon _____	364	44	408	
900-961 California _____	2,320	222	2,542	
967-968 Hawaii _____	56	11	67	
<b>PACIFIC</b>	<b>3,330</b>	<b>365</b>	<b>3,695</b>	<b>13.7</b>
<b>UNITED STATES</b>	<b>23,995</b>	<b>2,902</b>	<b>26,897</b>	<b>99.8</b>
969 & 004-009 U.S. Territories _____	25	3	28	
Canada _____	19		19	
Mexico _____			-	
Other International _____	2		2	
APO/FPO _____	14		14	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,055</b>	<b>2,905</b>	<b>26,960</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
6-Month Period Ended:						
Total Audit Average Qualified	30,000	30,000	30,000	30,000	30,000	28,151
Qualified Non-Paid Total	30,000	30,000	30,000	30,000	30,000	28,151
Print Version Only	30,000	30,000	30,000	28,830	26,739	25,142
Electronic Version Only	-	-	-	1,170	3,261	3,009
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Electronic Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.****1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,142	100.0	25,142	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,142</b>	<b>100.0</b>	<b>25,142</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,009	100.0	3,009	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,009</b>	<b>100.0</b>	<b>3,009</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Jessica Martinez, Audience Marketing Manager

Scott Owen, Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 20, 2009

State Kansas

County Johnson

Received by BPA Worldwide July 20, 2009

Type PJ

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