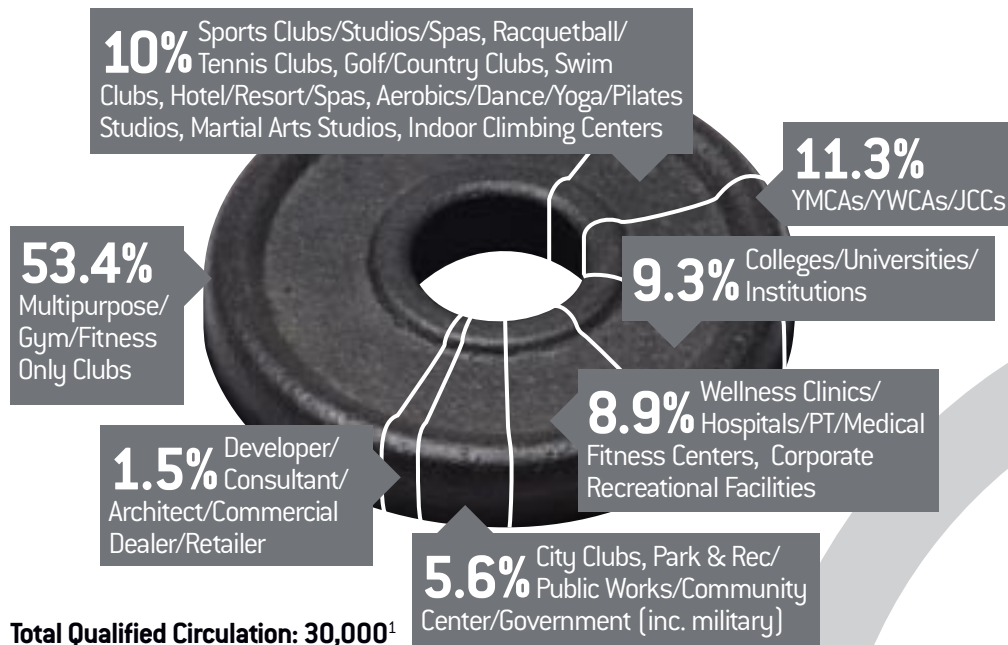


Audience Demographics

Total-Market Circulation: Every segment you need to reach¹



Your investment in FBP has proven longevity

61% of readers save issues and refer back to them for an average of 9 months

68% read each issue of FBP two or more times

65% share their issues with colleagues

100% Personal Direct Request¹

The only publication in the industry that can say that. **92.8%** have also been qualified within one-year¹ providing advertisers with an active, interested audience that wants to receive the magazine.

#1 Source²

FBP was chosen among readers as the #1 source for information on news, trends, business strategies and products/suppliers in the industry.

1. Club Industry's Fitness Business Pro June 2006 BPA Worldwide Circulation Statement/May 2006 issue

2. Club Industry's Fitness Business Pro Reader Profile Study, Corporate Research Dept, June 2006; Based on respondents receiving at least two magazines.

All other data from Club Industry's Fitness Business Pro Reader Profile Study, Corporate Research Dept, June 2006

Purchasing Power

FBP Delivers the Decision-Makers¹

84.2%

Owner, President,
VP, Manager, General
Manager, Director,
Assistant Manager

8%

Athletic Director,
Assistant Athletic
Director

7.8% Program Fitness Director

87% of readers are involved in selecting and purchasing the health/fitness programs, equipment, products and suppliers.

67% Determine the need

63% Evaluate programs, equipment, products and suppliers

62% Recommend and select programs, equipment, etc.

47% Approve the purchase

65% of *FBP* Readers pass along their copies of the magazine to an average of five additional readers. That expands your total reach to 150,000.

Connect to a loyal audience with the commitment, the power and the need to invest in your products.

89% own one or more health and fitness facilities

88% set the facility's overall direction/planning

85% manage personnel hiring/training

84% are involved in purchasing equipment

83% anticipate their facility's revenue will increase or stay the same

1. Club Industry's Fitness Business Pro June 2006 BPA Worldwide Circulation Statement/May 2006 issue
All other data from Club Industry's Fitness Business Pro Reader Profile Study, Corporate Research Dept, June 2006