

Reach 50,000 Managers at Recreation, Sports & Fitness Facilities with a Single Ad... Plus a **BONUS 5,000 Buyers** for all 2010 Issues!

RECREATION MANAGEMENT already reaches more decision-makers in every key segment of the managed recreation, sports and fitness facility market. Our Total Market Access concept provides deep market penetration into your most

important markets, while delivering new potential customers in secondary and emerging markets. **For all 2010 issues, you will also reach a bonus audience of 5,000 strategically selected buyers...all with a single advertising investment.**

WHY PAY A PREMIUM FOR NICHE ADVERTISING WHEN YOU CAN HAVE IT ALL IN ONE COMPLETE PACKAGE?

CIRCULATION COMPARISON						
Business / Industry	RECREATION MANAGEMENT	Athletic Business	Fitness Business Pro	Aquatics International	Parks & Recreation	Parks & Rec Business
Parks & Recreation Departments	13,954	5,004	896	5,788	21,347	13,800
Universities & Colleges	6,566	8,208	1,457	1,846		
Schools & School Districts	7,163	16,004				
Fitness Centers, Health / Sports / Swim / Multipurpose Clubs	6,218	3,676	20,243	1,890		
Golf Clubs & Country Clubs	3,353			779		
YMCAs, YWCAs, & JCCs	2,855	3,703	2,068	2,721		
Resorts & Resort Hotels	2,163	165		5,937		
Campgrounds, RV Parks & Youth Camps	2,883			344		
Architects, Consultants & Planners	1,202	1,798	611	640		
Military Installations	1,213	802		496		
Theme Parks & Waterparks	1,022			757		
Stadiums, Arenas, Tracks and Ice Rinks	542	221				
Rehabilitation / Healthcare / Wellness Centers		846	1,667	501		
Correctional Institutions		74				
Corporate Fitness Centers		694				
Professional Sports Teams		131				
Associations / Sports Organizations		219		697		
Dealers / Distributors / Manufacturers / Reps.	307	458		845		
Contractors / Developers	215			833		
Pool Service Companies				669		
Others Allied to the Field	371			257		1,200
TOTAL	50,027	42,003	26,960	25,000	21,347	15,000

Circulation figures from publishers' data. See individual BPA statements for complete circulation profile.

50,000
BPA-Audited Circulation
Plus **5,000**
Bonus Circulation

**THE EQUATION IS SIMPLE:
MORE PROSPECTS=
MORE CUSTOMERS=
MORE SALES!!**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

RECREATION MANAGEMENT

CAB Communications Inc.
50 North Brockway Street, Suite 4-11
Palatine, IL 60067
Tel.: (847) 963-8740
Fax: (847) 963-8745

Official Publication of: None
Established: 1999
Issues Per Year: 12

FIELD SERVED

RECREATION MANAGEMENT serves the field of Parks and Recreation Departments, YMCA's, Sports and Health Clubs, Universities and Colleges, Schools and School Districts, Resorts and Resort Hotels, Private and Resort Golf Clubs, Architects, Consultants and Planners, Campgrounds, Youth Camps and RV Parks, Stadiums, Arenas and Ice Rinks, Water Parks and Amusement Parks, and Military Installations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Executive Management, Administration Management, Operations Facility Management, Program and Activity Administration, Services Managers at recreation sports and fitness facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,561
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,136
TOTAL	2,697

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,244	100.0	50,244	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,244	100.0	50,244	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	229	107			50,380	April _____	269	493			50,329
February _____	271	113			50,222	May _____	226	174			50,277
March _____	473	356			50,105	June _____	202	78			50,153
						TOTAL	1,670	1,321			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008									
This issue is 0.1% or 39 copies above the average of the other 5 issues reported in Paragraph two.									
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management	Administrative Management	Operations Facility Management	Program & Activity Management	Services	Other	No Response
Park & Recreation Departments (including Community Recreation Centers) _____	14,130	28.1	3,343	6,734	2,253	1,385	154	245	16
Sports, Health, Racquet and Tennis Clubs; Private and Corporate Recreation, Sports and Fitness Centers _____	6,399	12.7	3,165	1,856	893	368	58	58	1
Universities and Colleges _____	6,434	12.8	590	2,053	934	2,694	57	106	-
Schools and School Districts _____	6,632	13.2	418	1,811	1,811	2,442	83	67	-
Resorts and Resort Hotels _____	2,235	4.4	981	814	274	134	14	18	-
Golf and Country Clubs _____	3,207	6.4	1,022	1,501	457	148	16	63	-
Campgrounds, RV Parks and Youth Camps _____	2,668	5.3	1,458	724	293	146	10	37	-
Architects, Consultants and Designers _____	1,483	2.9	901	137	36	14	369	26	-
Military Installations _____	1,377	2.7	92	171	110	130	850	24	-
YMCA's, YWCA's and JCC's _____	3,326	6.6	1,637	938	286	428	7	30	-
Stadiums, Arenas, Tracks and Ice Rinks _____	681	1.4	270	323	63	22	1	2	-
Water Parks, Theme Parks and Amusement Places _____	1,163	2.3	462	246	109	25	15	297	9
Distributors and Manufacturers Representatives	234	0.5	122	47	18	7	18	22	-
Others Allied to the Field _____	308	0.6	172	73	19	18	17	9	-
TOTAL QUALIFIED CIRCULATION	50,277	100.0	14,633	17,428	7,556	7,961	1,669	1,004	26
PERCENT	100.0	-	29.1	34.7	15.0	15.8	3.3	2.0	0.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	32,698	12,905	-			45,603	90.7
a. Written _____	8,742	875	-			9,617	19.1
b. Telecommunication _____	22,070	11,752	-			33,822	67.3
c. Internet and E-Mail _____	1,886	278	-			2,164	4.3
II. TOTAL - Request from recipient's company: _____	207	109	-			316	0.6
a. Written _____	99	109	-			208	0.4
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	108	-	-			108	0.2
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,358	-	-			4,358	8.7
*Association rosters and directories _____	1,486	-	-			1,486	3.0
*Business directories _____	383	-	-			383	0.8
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,489	-	-			2,489	5.0
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	37,263	13,014	-			50,277	100.0
*See Paragraph 11 PERCENT	74.1	25.9	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			49,960	99.4
Individuals by name only _____			304	0.6
Titles or functions only _____			3	-
Company names only _____			10	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,277	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	382		400-427 Kentucky _____	668	
030-038 New Hampshire _____	300		370-385 Tennessee _____	907	
050-059 Vermont _____	206		350-369 Alabama _____	808	
010-027 Massachusetts _____	1,141		386-397 Mississippi _____	447	
028-029 Rhode Island _____	186		EAST SO. CENTRAL	2,830	5.6
060-069 Connecticut _____	702		716-729 Arkansas _____	587	
NEW ENGLAND	2,917	5.8	700-714 Louisiana _____	633	
100-149 New York _____	2,821		730-749 Oklahoma _____	782	
070-089 New Jersey _____	1,212		750-799 Texas _____	3,160	
150-196 Pennsylvania _____	2,427		WEST SO. CENTRAL	5,162	10.3
MIDDLE ATLANTIC	6,460	12.8	590-599 Montana _____	258	
430-459 Ohio _____	2,156		832-838 Idaho _____	282	
460-479 Indiana _____	1,238		820-831 Wyoming _____	174	
600-629 Illinois _____	2,504		800-816 Colorado _____	948	
480-499 Michigan _____	1,690		870-884 New Mexico _____	280	
530-549 Wisconsin _____	1,459		850-865 Arizona _____	793	
EAST NO. CENTRAL	9,047	18.0	840-847 Utah _____	353	
550-567 Minnesota _____	1,172		889-898 Nevada _____	266	
500-528 Iowa _____	950		MOUNTAIN	3,354	6.7
630-658 Missouri _____	1,253		995-999 Alaska _____	145	
580-588 North Dakota _____	209		980-994 Washington _____	949	
570-577 South Dakota _____	299		970-979 Oregon _____	587	
680-693 Nebraska _____	465		900-961 California _____	3,516	
660-679 Kansas _____	832		967-968 Hawaii _____	205	
WEST NO. CENTRAL	5,180	10.3	PACIFIC	5,402	10.7
197-199 Delaware _____	146		UNITED STATES	49,928	99.3
206-219 Maryland _____	896		969 & 004-009 U.S. Territories _____	23	
200-205 Washington, DC _____	126		Canada _____	-	
220-246 Virginia _____	1,409		Mexico _____	-	
247-268 West Virginia _____	335		Other International _____	-	
270-289 North Carolina _____	1,600		APO/FPO _____	326	
290-299 South Carolina _____	888		TOTAL QUALIFIED CIRCULATION	50,277	100.0
300-319 Georgia _____	1,309				
320-349 Florida _____	2,867				
SOUTH ATLANTIC	9,576	19.0			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	**2008
Total Audit Average Qualified _	50,590	50,523	50,469	50,329	50,244
Qualified Non-Paid Total ____	50,590	50,523	50,469	50,329	50,244
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	***NC
Average Annual Order Price _	**NC	**NC	**NC	**NC	***NC

***NOTE: 2008 data is unaudited.**

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources for quantities of 469 copies or 0.9% to 1,017 copies or 2.0%.

Business directories include 1 source of circulation for a quantity of 383 copies or 0.8%.

Other sources include 2 sources for quantities of 295 copies or 0.6% to 2,194 copies or 4.4%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Chris Belbin, Publisher

Sue Ackerman, Circulation Manager

(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 09, 2008

State Illinois

County Cook

Received by BPA Worldwide July 09, 2008

Type PD

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