

# Expand Your Sales Without Expanding Your Budget!

**RECREATION MANAGEMENT** gives you total market access. For every 2010 issue we are adding 5,000 bonus circulation, guaranteeing you the greatest coverage of the entire managed recreation, sports and fitness market.

**RECREATION MANAGEMENT** enjoys a trusted relationship with decision-makers at more than a dozen different types of recreation, sports and fitness facilities. While our multi-billion dollar market is diverse with many segments, the informational needs of the managers running the facilities are very similar. All readers respond to our high-quality content about the latest available products, materials and services to help them keep pace with the market and manage their facilities.

**RECREATION MANAGEMENT** reader respondents to our 2009 State of the Industry Report portray a diverse sample of more than 15 different types of managed recreation, sports and fitness facilities:

- Parks & Recreation Departments
- Colleges/Universities
- Schools/School Districts
- Golf/Country Clubs
- YMCAs/Health Clubs/Sports/Fitness Centers
- Resorts/Resort Hotels
- Community Recreation Centers
- Architects/Consultants/Designers
- Racquet/Tennis Clubs
- Campgrounds/Private Camps/RV Parks
- Military Installations
- Private Recreation/Sports Centers
- Waterparks/Theme/Amusement Parks
- Stadiums/Arenas
- Ice Rinks

## RECREATION MANAGEMENT'S 2009 STATE OF THE INDUSTRY REPORT RESULTS PREDICT THE BEGINNING OF AN IMPORTANT MARKET RECOVERY IN 2010!

- 41% expect their 2010 revenues to increase.
- 41.2% expect revenues to stay the same.
- Only 17.8% expect a decrease in revenues.
- Almost three-quarters of respondents are planning new facilities or renovations to existing facilities in 2010.
- On average, those planning additions, renovations or new facilities expect to spend nearly \$4.4 million (up from \$3.8 million in our 2008 report).

**RECREATION MANAGEMENT OFFERS YOU THE INDUSTRY'S LARGEST BPA-AUDITED CIRCULATION WITH DOCUMENTED BUYING AUTHORITY.**

