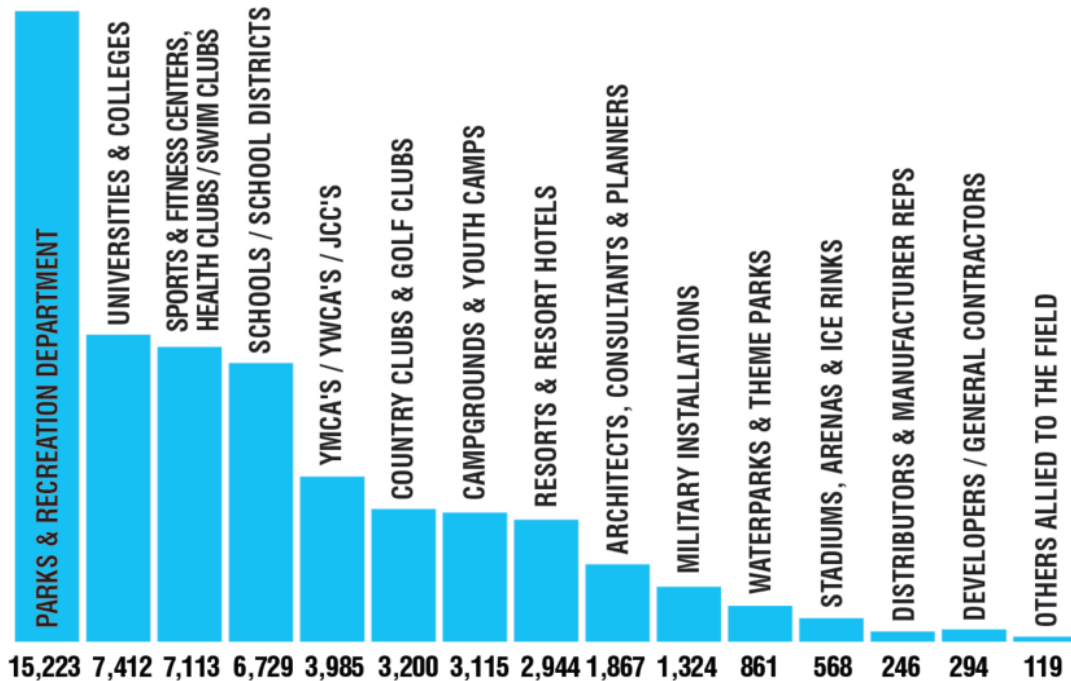


The Biggest Market Coverage For Big Results

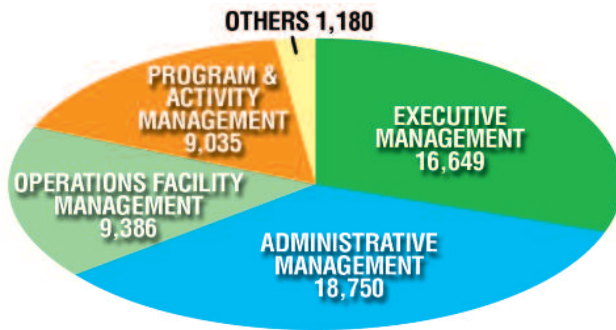
Why Pay A Premium For Niche Advertising When You Can Have It All In One Complete Package?

RECREATION MANAGEMENT reaches more decision-makers in every key segment of the managed recreation, sports & fitness market. Our **Total Market Access** concept provides deep market penetration into your target markets, while delivering new potential customers in secondary and emerging markets ... all with a single advertising investment!

Reach 55,000 Managers At Recreation, Sports & Fitness Facilities!



Reach Top Decision Makers That Make The Buying Decisions!



55,000
BPA-Audited
Circulation

The equation is simple: More Prospects = More Customers = More Sales!

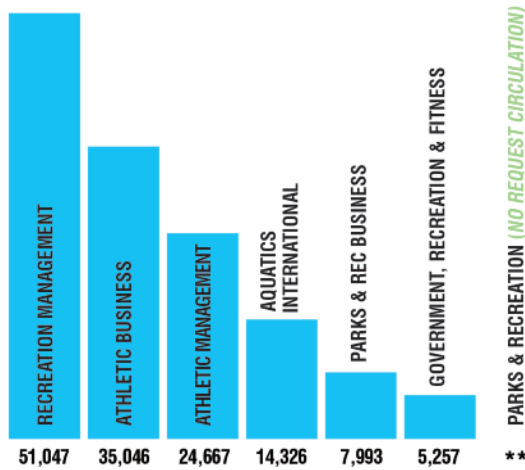
Protect Your Advertising Investment ... Only Advertise In Magazines That Have BPA Audited Circulation!

Advertising in a magazine that is BPA audited is your best guarantee that a publisher delivers the circulation quality and market coverage claimed. A BPA statement allows you to get an inside look at many important circulation details such as quantity, markets reached, how many readers have requested the magazine and how current the request is. Many magazines that are not BPA audited are not providing you these important details because they have something to hide.

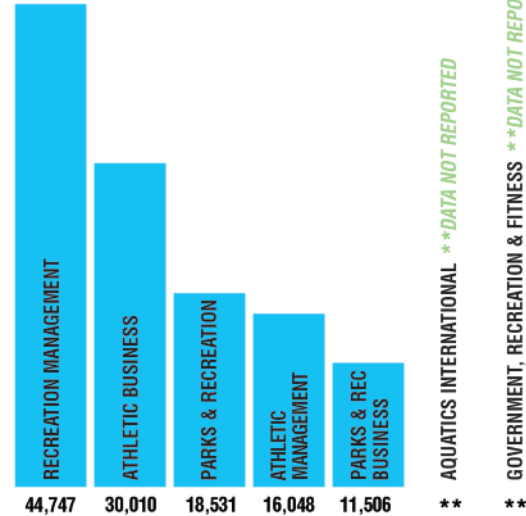
Your Best Magazine Investment to Reach Buyers!

You have several options when selecting the right magazine to reach buyers in the managed recreation, sports & fitness market. No matter how you slice it, **RECREATION MANAGEMENT** is your best investment. Besides having the most total market coverage, we also have the highest quality circulation to reach decision-makers in every key market segment. **Here is how RECREATION MANAGEMENT stacks up to other industry magazines.**

Subscribers That Requested the Print Magazine



Circulation Qualified in the Last 12 Months



** Parks & Recreation is a non-request magazine. Recipients are NRPA members.

Print Circulation Comparison by Market Segment

Business / Industry	RECREATION MANAGEMENT	Athletic Business	Athletic Management	Aquatics International	Parks & Recreation	Parks & Rec Business	Govt. Rec & Fitness
Parks & Recreation Departments	15,223	3,691		5,381		10,823	
Universities & Colleges	7,412	7,559	9,092	1,879			
Health, Sports, Swim & Multipurpose Clubs; Private / Corp. Fitness Centers	7,113	4,198		1,816			
Schools & School Districts	6,729	14,707	19,412				
YMCA's, YWCA's, & JCC's	3,985	3,419		1,935			
Private Golf Clubs & Country Clubs	3,200			573			
Campgrounds, RV Parks & Youth Camps	3,115			333			
Resorts & Resort Hotels	2,944	130		4,978			
Architects, Consultants & Planners	1,867	2,262		662			
Military Installations / Government	1,324	452		442			
Theme Parks & Waterparks	861			772			
Stadiums, Arenas & Tracks	568	26					
Rehabilitation / Wellness Centers		846		497			
Federal & State Government							8,616
Association Members/ Non-Profit				603	20,053		
Contractors / Developers	294			779			
Dealers / Distributors / Mfgs. Reps.	246	341		929			
Misc. Categories / Others Allied to the Field	119	630		921		4,177	
TOTAL	55,000	38,261	28,504	22,500	20,053	15,000	8,616

Circulation figures are from publisher data. Contact each magazine for more complete circulation information.

Recreation Management Has 41% More Print Circulation Than The Closest Competitor!



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. NEC/06-11

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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



CAB Communications Inc.
50 North Brockway Street, Suite 4-11
Palatine, IL 60067
Tel. No.: (847) 963-8740
FAX No.: (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, Pool 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 _____	1,398
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	50
Digital _____	-
All Other _____	760
TOTAL	2,208

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	55,000	100.0	55,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	55,000	100.0	55,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	57	57	55,000
February _____	56	56	55,000
March _____	58	58	55,000
April _____	59	59	55,000
May _____	61	61	55,000
June _____	1,398	1,399	55,001
TOTAL	1,689	1,690	

RECREATION MANAGEMENT / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is equal to 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) _____	15,223	27.7	3,287	7,306	2,999	1,430	177	24	-
Private and Corporate Recreation, Sports and Fitness Centers; Racquet and Tennis Clubs; Pool Clubs _____	3,615	6.6	1,774	1,051	501	243	46	-	-
Sports Clubs/Health Clubs/Rehab Centers _____	3,498	6.4	1,736	901	597	237	26	1	-
Universities and Colleges _____	7,412	13.5	516	2,254	989	3,558	55	40	-
Schools and School Districts _____	6,729	12.2	498	1,933	1,962	2,283	46	7	-
Resorts and Resort Hotels _____	2,944	5.4	1,363	1,057	402	99	22	1	-
Golf and Country Clubs _____	3,200	5.8	1,025	1,279	637	215	43	1	-
Campgrounds, RV Parks and Youth Camps _____	3,115	5.7	1,649	879	399	169	17	2	-
Architects, Consultants and Designers _____	1,867	3.4	1,202	153	61	34	416	1	-
Military Installations _____	1,324	2.4	143	468	191	340	76	106	-
YMCA's, YWCA's and JCC's _____	3,985	7.2	2,449	872	316	335	6	7	-
Stadiums, Arenas, Tracks and Ice Rinks _____	568	1.0	242	216	87	18	5	-	-
Water Parks, Theme Parks and Amusement Places _____	861	1.6	400	230	173	45	12	1	-
Distributors and Manufacturers Representatives	246	0.4	154	50	21	3	15	3	-
Developers/General Contractors _____	294	0.5	166	69	40	8	10	1	-
Others Allied to the Field _____	119	0.2	45	32	11	18	6	7	-
TOTAL QUALIFIED CIRCULATION	55,000	100.0	16,649	18,750	9,386	9,035	978	202	-
PERCENT	100.0		30.3	34.0	17.1	16.4	1.8	0.4	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	40,155	9,697	-	49,852	90.6
II. Request from recipient's company: _____	785	410	-	1,195	2.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,807	146	-	3,953	7.2
*Association rosters and directories _____	400	146	-	546	1.0
*Business directories _____	2,343	-	-	2,343	4.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,064	-	-	1,064	1.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,747	10,253	-	55,000	100.0
PERCENT	81.4	18.6	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	54,975	100.0
Individuals by name only _____	12	-
Titles or functions only _____	8	-
Company names only _____	5	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	55,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	390		Kentucky _____	739	
New Hampshire _____	337		Tennessee _____	995	
Vermont _____	234		Alabama _____	809	
Massachusetts _____	1,290		Mississippi _____	493	
Rhode Island _____	192		EAST SO. CENTRAL	3,036	5.5
Connecticut _____	680		Arkansas _____	613	
NEW ENGLAND	3,123	5.7	Louisiana _____	654	
New York _____	3,097		Oklahoma _____	761	
New Jersey _____	1,484		Texas _____	3,519	
Pennsylvania _____	2,509		WEST SO. CENTRAL	5,547	10.1
MIDDLE ATLANTIC	7,090	12.9	Montana _____	278	
Ohio _____	2,268		Idaho _____	343	
Indiana _____	1,237		Wyoming _____	207	
Illinois _____	2,537		Colorado _____	1,095	
Michigan _____	1,722		New Mexico _____	252	
Wisconsin _____	1,463		Arizona _____	897	
EAST NO. CENTRAL	9,227	16.7	Utah _____	453	
Minnesota _____	1,259		Nevada _____	307	
Iowa _____	928		MOUNTAIN	3,832	7.0
Missouri _____	1,337		Alaska _____	164	
North Dakota _____	232		Washington _____	1,114	
South Dakota _____	298		Oregon _____	784	
Nebraska _____	527		California _____	4,444	
Kansas _____	817		Hawaii _____	307	
WEST NO. CENTRAL	5,398	9.8	PACIFIC	6,813	12.4
Delaware _____	155		UNITED STATES	54,770	99.6
Maryland _____	977		U.S. Territories _____	22	
Washington, DC _____	160		Canada _____	-	
Virginia _____	1,535		Mexico _____	-	
West Virginia _____	358		Other International _____	-	
North Carolina _____	1,829		APO/FPO _____	208	
South Carolina _____	958		TOTAL QUALIFIED CIRCULATION	55,000	100.0
Georgia _____	1,434				
Florida _____	3,298				
SOUTH ATLANTIC	10,704	19.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	50,112	50,033	50,026	51,616	54,914	55,000
Qualified Non-Paid: _____	50,112	50,033	50,026	51,616	54,914	55,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 146 copies or 0.3% and 400 copies or 0.7%.

Business directories include 1 source of circulation for a quantity of 2,343 copies or 4.3%.

Other sources include 2 sources of circulation for quantities of 129 copies or 0.2% and 935 copies or 1.7%.

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 14, 2011

State Illinois

County Cook

Received by BPA Worldwide July 14, 2011

Type PD

ID Number R156P0J1