

RECREATION MANAGEMENT

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Dear Advertiser:

For 2011, I decided that **RECREATION MANAGEMENT** should take the lead ... to invest in the magazine and the market in order to stimulate new business for our advertisers. I'm happy to report our investment has paid off for our advertisers, and for the magazine.

Many advertisers told us about attracting new customers from diverse markets. In spite of the tough economy, significant new business was traceable to ad programs in **RECREATION MANAGEMENT**.

RECREATION MANAGEMENT also benefited. Our market share has increased. We have earned business from a significant number of new advertisers. Plus, our digital products are taking off and providing advertisers with a new way to communicate with our readers.

As you plan for 2012, you need to be aware of the leadership advantages offered by "The Big Magazine" ... **RECREATION MANAGEMENT**.

- Biggest, broadest market coverage.
- The highest quality and most up-to-date management-level circulation.
- Biggest sales growth opportunity to help you find new customers from any of the dozen recreation, sports and fitness markets reached with our industry-leading 55,000 circulation.
- The lowest cost per reader of any magazine in our market.
- Big savings and free extra benefits with the **RECREATION MANAGEMENT** Marketing Support Program.

Every ad dollar must count in today's market. It's a simple fact that your advertising investment will count more in "The Big Magazine!"

We can produce sales results for your company in 2012. Check out the following pages to see how you get the biggest and best return for your ad dollar in **RECREATION MANAGEMENT**, "The Big Magazine."

Cordially,



Chris Belbin,
Publisher

P.S. Many publications in our market appear to have "given up" the task of qualifying their readers and providing information that can help you make intelligent media choices. I know that our success depends on your success, and it is our responsibility to provide information that allows you to make informed decisions. To help you with your due diligence, you'll want to check out the circulation comparisons on page 5.