

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.

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SPORTSEVENTS is a B2B/Consumer brand intended for individuals with broad-based interests in Sporting Event industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

SPORTSEVENTS serves sports events promoters, sports governing bodies (local, national, regional directors), sanctioning organizations, sports organizations/associations, sports events sponsors, sports commissions, sports marketing firms, universities, colleges, junior colleges, professional teams, alumni associations, destination marketing organizations, media, travel agencies, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include sports event planners, league managers and directors, executives at sports complexes and other titled and non-titled personnel in the country's sports events industry.

CHANNELS

**SPORTSEVENTS
MAGAZINE**



5 Issues in the period
16,443 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SPORTSEVENTS MAGAZINE (5 issues in the period)	16,443	-	16,443

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	35
Allocated for Trade Shows and Conventions	248
All Other	327
TOTAL	610

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,443	100.0	16,443	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,443	100.0	16,443	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January*	16,624
February	16,543
March/April	16,337
May	16,356
June	16,355

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 0.7% or 109 copies below the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Sports Event Promoters, Sports Governing Bodies (local, national, regional directors), Sanctioning Organizations, Sports Organizations/Associations, Sports Event Sponsors, Sports Commissions, Sports Marketing Firms, Universities, Colleges, Junior Colleges, Professional Teams, Alumni Associations, Destination Marketing Organizations, Media, Travel Agencies and Others allied to the field.	16,356	100.0
TOTAL QUALIFIED CIRCULATION	16,356	100.0
PERCENT	100.0	

Qualified recipients include sports event planners, league managers and directors, executives at sports complexes and other titled and non-titled personnel in the country's sports events industry.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	200	385	-	585	3.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	15,771	-	-	15,771	96.4
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	15,771	-	-	15,771	96.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,971	385	-	16,356	100.0
PERCENT	97.6	2.4	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	16,615	16,641	16,640	16,648	16,639	16,443
Qualified Non-Paid:	16,615	16,641	16,640	16,648	16,639	16,443
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

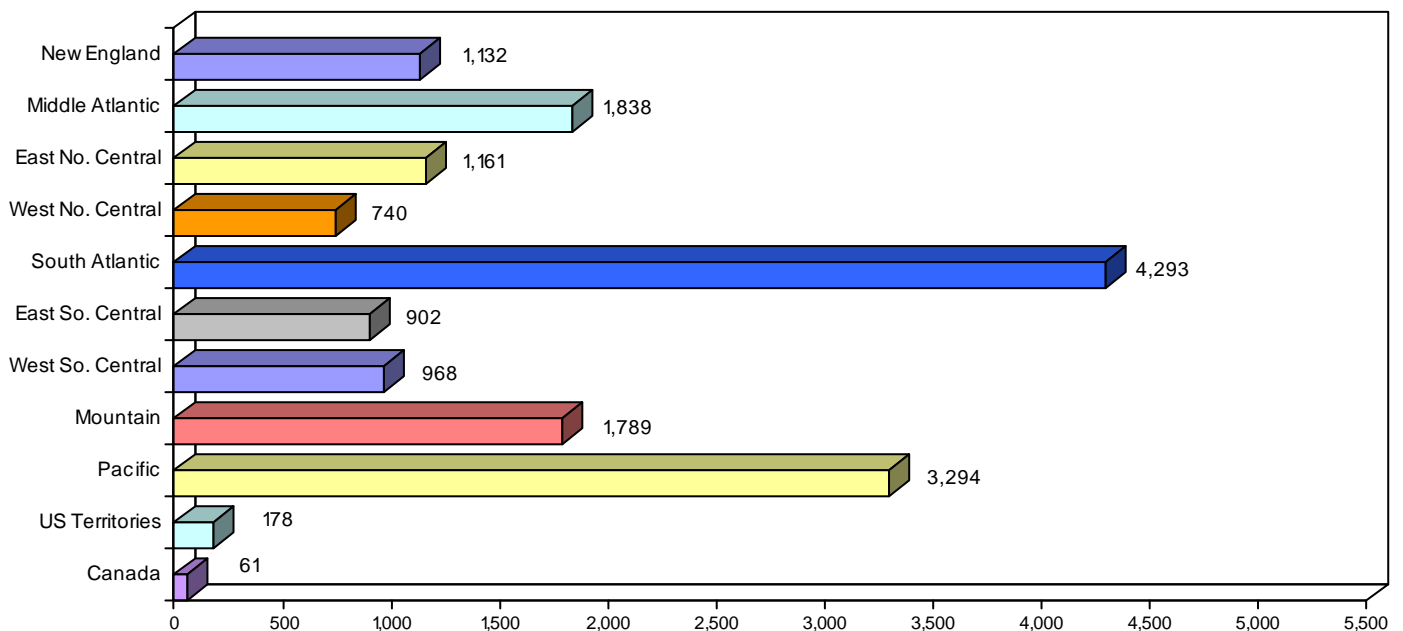
*NOTE: July 2015 – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	61		Kentucky	280	
New Hampshire	107		Tennessee	390	
Vermont	190		Alabama	177	
Massachusetts	474		Mississippi	55	
Rhode Island	141		EAST SO. CENTRAL	902	5.5
Connecticut	159		Arkansas	98	
NEW ENGLAND	1,132	6.9	Louisiana	225	
New York	807		Oklahoma	65	
New Jersey	351		Texas	580	
Pennsylvania	680		WEST SO. CENTRAL	968	5.9
MIDDLE ATLANTIC	1,838	11.2	Montana	170	
Ohio	349		Idaho	332	
Indiana	193		Wyoming	103	
Illinois	305		Colorado	134	
Michigan	225		New Mexico	65	
Wisconsin	89		Arizona	347	
EAST NO. CENTRAL	1,161	7.1	Utah	521	
Minnesota	223		Nevada	117	
Iowa	261		MOUNTAIN	1,789	11.0
Missouri	106		Alaska	34	
North Dakota	8		Washington	1,083	
South Dakota	36		Oregon	247	
Nebraska	72		California	1,831	
Kansas	34		Hawaii	99	
WEST NO. CENTRAL	740	4.5	PACIFIC	3,294	20.1
Delaware	61		UNITED STATES	16,117	98.5
Maryland	438		U.S. Territories	178	
Washington, DC	30		Canada	61	
Virginia	692		Mexico	-	
West Virginia	106		Other International	-	
North Carolina	526		APO/FPO	-	
South Carolina	200				
Georgia	576				
Florida	1,664				
SOUTH ATLANTIC	4,293	26.3			
			TOTAL QUALIFIED CIRCULATION	16,356	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 2: LATE MAILING

16,624 copies or 100% of the January issue were mailed on 02/04/16.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 61 copies or 0.4% to 15,710 copies or 96.0%, including AAU Non-Athlete List.

PUBLISHER'S AFFIDAVIT

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

Ashleigh Osborne, Associate Publisher

Ashley Brokowsky, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 13, 2016
State	Alabama
County	Baldwin
Received by BPA Worldwide	July 13, 2016
Type	BJ
ID Number	S380B0J6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.