

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
16,304 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)	16,304	-	16,304

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	39
Allocated for Trade Shows and Conventions	190
All Other	319
TOTAL	549

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,304	100.0	16,304	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,304	100.0	16,304	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	16,362
August	16,359
September	16,361
November	16,232
*December	16,205

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 0.6% or 90 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.	16,232	100.0
TOTAL QUALIFIED CIRCULATION	16,232	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 NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	268	160	183	611	3.8
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):	15,548	73	-	15,621	96.2
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	15,548	73	-	15,621	96.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,816	233	183	16,232	100.0
PERCENT	97.5	1.4	1.1	100.0	

*See Additional Data

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
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	16,641	16,640	16,648	16,639	16,443	16,304
Qualified Non-Paid:	16,641	16,640	16,648	16,639	16,443	16,304
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

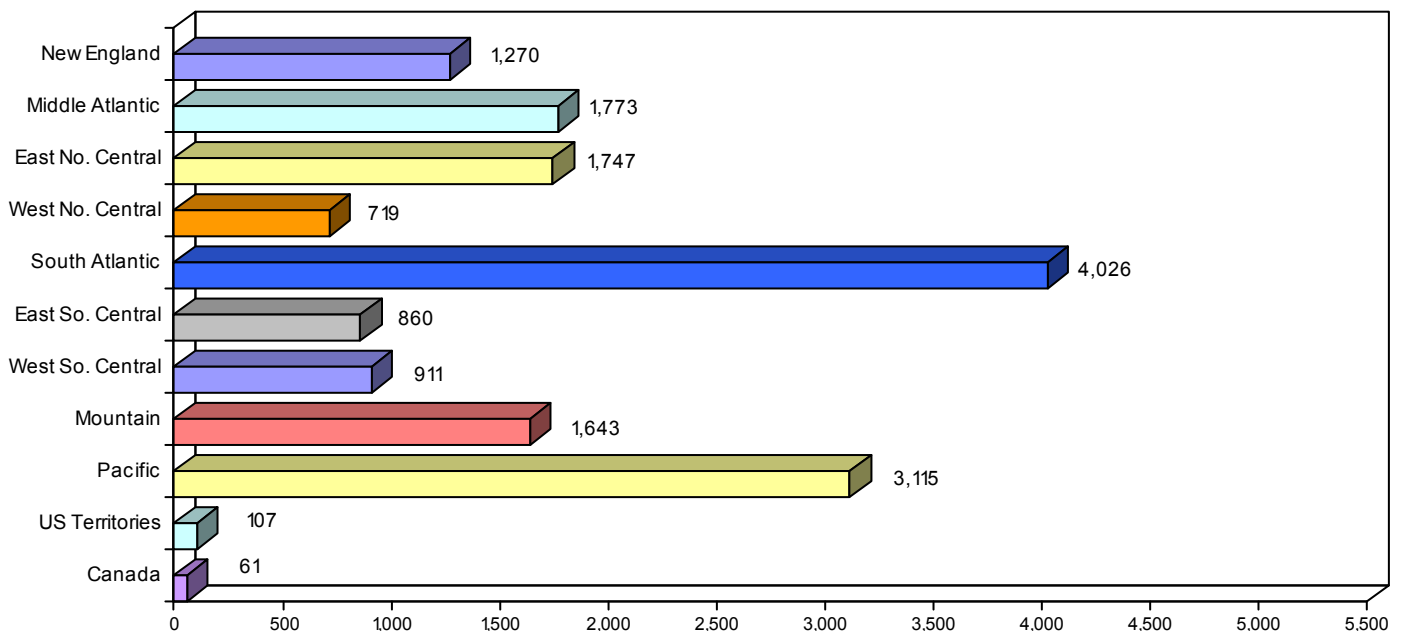
*NOTE: July – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	56		Kentucky	263	
New Hampshire	100		Tennessee	373	
Vermont	180		Alabama	172	
Massachusetts	450		Mississippi	52	
Rhode Island	137		EAST SO. CENTRAL	860	5.3
Connecticut	347		Arkansas	90	
NEW ENGLAND	1,270	7.8	Louisiana	211	
New York	774		Oklahoma	61	
New Jersey	342		Texas	549	
Pennsylvania	657		WEST SO. CENTRAL	911	5.6
MIDDLE ATLANTIC	1,773	11.0	Montana	159	
Ohio	337		Idaho	312	
Indiana	358		Wyoming	96	
Illinois	292		Colorado	102	
Michigan	672		New Mexico	56	
Wisconsin	88		Arizona	329	
EAST NO. CENTRAL	1,747	10.8	Utah	480	
Minnesota	218		Nevada	109	
Iowa	260		MOUNTAIN	1,643	10.1
Missouri	103		Alaska	32	
North Dakota	7		Washington	1,020	
South Dakota	33		Oregon	238	
Nebraska	65		California	1,735	
Kansas	33		Hawaii	90	
WEST NO. CENTRAL	719	4.4	PACIFIC	3,115	19.2
Delaware	60		UNITED STATES	16,064	99.0
Maryland	423		U.S. Territories	107	
Washington, DC	25		Canada	61	
Virginia	647		Mexico	-	
West Virginia	100		Other International	-	
North Carolina	495		APO/FPO	-	
South Carolina	194				
Georgia	545				
Florida	1,537				
SOUTH ATLANTIC	4,026	24.8			
			TOTAL QUALIFIED CIRCULATION	16,232	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 2- LATE MAILING OF ISSUES:

16,401 copies or 100% of the December 2016 issue were mailed on 01/10/17.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 73 copies or 0.4% to 15,548 copies or 95.8%, 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 February 2, 2017

State Alabama

County Baldwin

Received by BPA Worldwide February 2, 2017

Type BJ

ID Number S380B0D6

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.