

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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



A Penton Media Publication
9800 Metcalf Avenue
Overland Park, KS 66212-2216
Tel.: (913) 341-1300
Fax: (913) 967-1899
www.fitnessbusiness-pro.com

Official Publication of: None
Established: 1984
Issues Per Year: 12



FIELD SERVED

Club Industry's Fitness Business Pro Magazine serves clubs, institutions and similar facilities in the health and fitness field. Included are multipurpose clubs, gym/fitness only clubs, YMCA/YWCA/JCC's, sports clubs, studios and spas as well as medically-based, educationally-based and community based fitness facilities (as described in paragraph 3a). Also served are consultants, developers, architects, commercial dealers and retailers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include executive management (owners, presidents and vice presidents), operations management (general managers, directors, managers and assistant managers) and program management (athletic director, assistant athletic directors and program fitness directors) in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	56
Advertiser and Agency	919
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	117
All Other	450
TOTAL	1,542

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,000	100.0	30,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	30,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August	273	273	26,909	3,091			30,000	November	110	110	26,601	3,399			30,000
September	63	63	26,878	3,122			30,000	December	130	130	26,601	3,399			30,000
TOTAL								TOTAL	907	907					

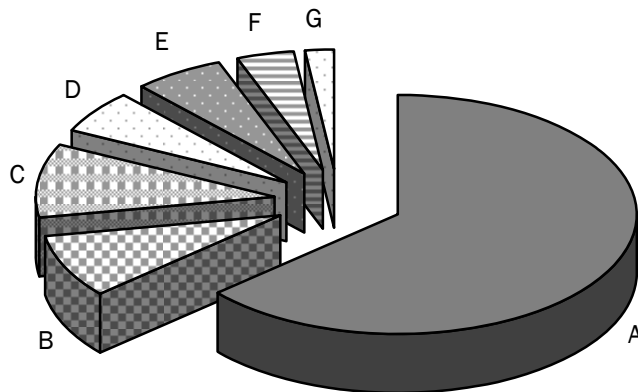
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Classification by Title		
					Executive Management	Facility Management	Program Management
					Owner, President and Vice President	Director, General Manager, Manager and Assistant Manager	Athletic Director, Assistant Athletic Director and Program Fitness Director
Multipurpose/Gym/Fitness Only Clubs _____	19,039	63.5	17,251	1,788	9,937	7,263	1,839
YMCA/YWCA/JCC _____	2,642	8.8	2,237	405	316	1,546	780
Sports Clubs/Studios/Spas (Including Racquetball/Tennis Clubs, Golf/Country Clubs, Swim Clubs, Hotel/Resort/Spas, Aerobics/Dance/Yoga/ Pilates Studios, Martial Arts Studios, Indoor Climbing Centers) _____	2,974	9.9	2,661	313	1,557	1,246	171
Colleges/Universities/Institutions _____	1,759	5.9	1,386	373	90	624	1,045
Wellness Clinics/Hospitals/PT/Medical Fitness Centers (Including Corporate Recreational Facilities) _____	1,839	6.1	1,616	223	717	863	259
City Clubs, Park & Rec/Public Works/Community Center/Government (Including Military) _____	1,181	3.9	963	218	77	906	198
Consultants, Developers, Architects, Commercial Dealers and Retailers _____	566	1.9	487	79	379	175	12
TOTAL QUALIFIED CIRCULATION	30,000	100.0	26,601	3,399	13,073	12,623	4,304
PERCENT	100.0		88.7	11.3	43.6	42.1	14.3

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Multipurpose and Gym/Fitness Only Clubs _____	19,039	63.5
B YMCA, YWCA and JCC _____	2,642	8.8
C Sports Clubs/Studios and Spas _____	2,974	9.9
D Colleges, Universities and Institutions _____	1,759	5.9
E Wellness Clinics, Hospitals, Physical Therapy and Medical Fitness Centers _____	1,839	6.1
F City Clubs, Parks & Recreation, Public Works, Community Centers and Government _____	1,181	3.9
G Consultants, Developers, Architects, Commercial Dealers and Retailers _____	566	1.9
TOTAL	30,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Personal direct request from the recipient: _____	24,941	5,059	-	26,601	3,399			30,000	100.0
a. Written _____	2,664	252	-	2,711	205			2,916	9.7
b. Telecommunication _____	18,540	4,172	-	20,186	2,526			22,712	75.7
c. Electronic _____	3,737	635	-	3,704	668			4,372	14.6
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	24,941	5,059	-	26,601	3,399			30,000	100.0
PERCENT	83.1	16.9	-	88.7	11.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	26,601	3,399			30,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	26,601	3,399			30,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	156	20	176		400-427 Kentucky _____	282	37	319	
030-038 New Hampshire _____	189	21	210		370-385 Tennessee _____	498	56	554	
050-059 Vermont _____	91	6	97		350-369 Alabama _____	360	41	401	
010-027 Massachusetts _____	825	91	916		386-397 Mississippi _____	198	20	218	
028-029 Rhode Island _____	135	14	149		EAST SO. CENTRAL	1,338	154	1,492	5.0
060-069 Connecticut _____	404	46	450		716-729 Arkansas _____	188	20	208	
NEW ENGLAND	1,800	198	1,998	6.7	700-714 Louisiana _____	297	39	336	
100-149 New York _____	1,683	209	1,892		730-749 Oklahoma _____	272	33	305	
070-089 New Jersey _____	903	93	996		750-799 Texas _____	1,476	207	1,683	
150-196 Pennsylvania _____	1,415	159	1,574		WEST SO. CENTRAL	2,233	299	2,532	8.4
MIDDLE ATLANTIC	4,001	461	4,462	14.9	590-599 Montana _____	122	16	138	
430-459 Ohio _____	1,142	141	1,283		832-838 Idaho _____	148	21	169	
460-479 Indiana _____	617	65	682		820-831 Wyoming _____	78	12	90	
600-629 Illinois _____	1,271	168	1,439		800-816 Colorado _____	493	64	557	
480-499 Michigan _____	762	80	842		870-884 New Mexico _____	158	25	183	
530-549 Wisconsin _____	694	111	805		850-865 Arizona _____	419	73	492	
EAST NO. CENTRAL	4,486	565	5,051	16.8	840-847 Utah _____	189	25	214	
550-567 Minnesota _____	486	58	544		889-898 Nevada _____	153	23	176	
500-528 Iowa _____	333	53	386		MOUNTAIN	1,760	259	2,019	6.7
630-658 Missouri _____	519	85	604		995-999 Alaska _____	56	13	69	
580-588 North Dakota _____	66	6	72		980-994 Washington _____	681	79	760	
570-577 South Dakota _____	86	19	105		970-979 Oregon _____	414	53	467	
680-693 Nebraska _____	186	18	204		900-961 California _____	2,950	366	3,316	
660-679 Kansas _____	300	55	355		967-968 Hawaii _____	86	15	101	
WEST NO. CENTRAL	1,976	294	2,270	7.6	PACIFIC	4,187	526	4,713	15.7
197-199 Delaware _____	93	10	103		UNITED STATES	26,550	3,394	29,944	99.8
206-219 Maryland _____	498	58	556		969 & 004-009 U.S. Territories _____	22	3	25	
200-205 Washington, DC _____	71	12	83		Canada _____	11	-	11	
220-246 Virginia _____	705	86	791		Mexico _____	-	-	-	
247-268 West Virginia _____	143	11	154		Other International _____	1	-	1	
270-289 North Carolina _____	742	117	859		APO/FPO _____	17	2	19	
290-299 South Carolina _____	389	42	431		TOTAL QUALIFIED CIRCULATION	26,601	3,399	30,000	100.0
300-319 Georgia _____	671	92	763						
320-349 Florida _____	1,457	210	1,667						
SOUTH ATLANTIC	4,769	638	5,407	18.0					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified	30,000	30,000	30,000	30,000	30,000
Qualified Non-Paid Total	30,000	30,000	30,000	30,000	30,000
Print Only _____	30,000	30,000	30,000	28,830	26,739
Electronic Only _____	-	-	-	1,170	3,261
Qualified Paid Total __	-	-	-	-	-
Print Only _____	-	-	-	-	-
Electronic Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation ____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,739	100.0	26,739	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,739	100.0	26,739	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,261	100.0	3,261	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,261	100.0	3,261	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2009
Gregg Herring, Publisher	State	Kansas
Jessica Martinez, Audience Marketing Manager	County	Johnson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 14, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	C065Y0D8