

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 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.

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Official Publication of: None
Established: 2002
Issues Per Year: 12

FIELD SERVED

PRB (Parks & Rec Business) serves US Parks & Recreation Departments, Canadian Parks & Recreation Departments, Military Parks & Recreation Departments (MWR) and their Related Industries.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: Directors/Head of Agency/Organization, Administration/ Purchasing/ Coordinators, Grounds & Facility Maintenance, Aquatics Programming, Fitness Programming, Sports & Recreation Programming and a limited number of other qualified titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,183
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
TOTAL	1,183

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,000	100.0	15,000	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
January _____	15,000
February _____	15,000
March _____	15,000
April _____	15,000
May _____	15,000
June _____	15,000

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.										
	TOTAL QUALIFIED	PERCENT OF TOTAL	Director/Head of Agency/ Organization	Administration/ Purchasing/ Coordinators	Grounds & Facility Maintenance	Aquatics Programming	Fitness Programming	Sports & Recreation Programming	Military	Other Titled & Non-Titled Personnel
US Parks & Recreation Departments _____	10,648	71.0	2,132	5,220	1,120	296	80	562	4	1,234
Canadian Parks & Recreation Departments _____	175	1.2	43	95	12	5	3	11	-	6
Related Industries (including Amusement Parks, Campgrounds, Camps, Colleges, Fitness Centers, Health Clubs, High Schools, Industry Suppliers, Industry Associations, Pro Sports Teams, Resorts, School Districts, Universities, YMCAs) _____	4,177	27.8	282	2,146	678	20	7	58	-	986
TOTAL QUALIFIED CIRCULATION	15,000	100.0	2,457	7,461	1,810	321	90	631	4	2,226
PERCENT	100.0		16.4	49.8	12.1	2.1	0.6	4.2	-	14.8

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: _____	4,493	1,335	2,159	7,987	53.2
II. Request from recipient's company: _____	3	-	-	3	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	3	-	-	3	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,007	-	-	7,007	46.8
*Association rosters and directories _____	6,113	-	-	6,113	40.8
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	894	-	-	894	6.0
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,506	1,335	2,159	15,000	100.0
PERCENT	76.7	8.9	14.4	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 _____	12,813	85.4
Individuals by name only _____	2,017	13.5
Titles or functions only _____	3	-
Company names only _____	167	1.1
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0

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

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	70		Kentucky _____	434	
New Hampshire _____	53		Tennessee _____	152	
Vermont _____	48		Alabama _____	452	
Massachusetts _____	454		Mississippi _____	45	
Rhode Island _____	44		EAST SO. CENTRAL	1,083	7.2
Connecticut _____	141		Arkansas _____	283	
NEW ENGLAND	810	5.4	Louisiana _____	131	
New York _____	417		Oklahoma _____	78	
New Jersey _____	210		Texas _____	634	
Pennsylvania _____	259		WEST SO. CENTRAL	1,126	7.5
MIDDLE ATLANTIC	886	5.9	Montana _____	56	
Ohio _____	830		Idaho _____	41	
Indiana _____	1,042		Wyoming _____	29	
Illinois _____	693		Colorado _____	209	
Michigan _____	435		New Mexico _____	88	
Wisconsin _____	1,029		Arizona _____	190	
EAST NO. CENTRAL	4,029	26.9	Utah _____	253	
Minnesota _____	202		Nevada _____	128	
Iowa _____	191		MOUNTAIN	994	6.6
Missouri _____	212		Alaska _____	25	
North Dakota _____	76		Washington _____	292	
South Dakota _____	44		Oregon _____	982	
Nebraska _____	138		California _____	1,033	
Kansas _____	131		Hawaii _____	16	
WEST NO. CENTRAL	994	6.6	PACIFIC	2,348	15.7
Delaware _____	49		UNITED STATES	14,647	97.6
Maryland _____	202		U.S. Territories _____	17	
Washington, DC _____	14		Canada _____	336	
Virginia _____	293		Mexico _____	-	
West Virginia _____	249		Other International _____	-	
North Carolina _____	333		APO/FPO _____	-	
South Carolina _____	91		TOTAL QUALIFIED CIRCULATION	15,000	100.0
Georgia _____	436				
Florida _____	710				
SOUTH ATLANTIC	2,377	15.8			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	15,000	15,000	15,000	15,000	15,000	15,000
Qualified Non-Paid: ____	15,000	15,000	15,000	15,000	15,000	15,000
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 2010 – 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 12 sources of circulation for quantities of 158 copies or 1.1% to 1,234 copies or 8.2%. Other Sources include 58 sources of circulation for quantities of 1 copy or -% to 217 copies or 1.4%.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 20, 2011
Rodney J. Auth, President	State	Ohio
Richard J. Auth, Chairman	County	Medina
(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	June 20, 2011
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	P469P0J1