

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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Covey Communication Corp.
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Official Publication of: None
Established: 2004
Issues Per Year: 9



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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	27
Rotated or Occasional _____	161
Allocated for Trade Shows and Conventions _____	500
Digital _____	-
All Other _____	214
TOTAL	902

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,553	100.0	16,553	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,553	100.0	16,553	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
*January _____	7	7	16,554
*February _____	15	18	16,557
*March _____	57	50	16,550
*May _____	15,725	15,727	16,552
June _____	635	635	16,552
TOTAL	16,439	16,437	

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is -% or 1 copy below the average of the other 4 issues reported in Paragraph two.

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 _____	16,552	100.0
TOTAL QUALIFIED CIRCULATION	16,552	100.0
PERCENT	100.0	

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: _____	602	471	-	1,073	6.5
II. Request from recipient's company: _____	1	-	-	1	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	15,478	-	-	15,478	93.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	15,478	-	-	15,478	93.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,081	471	-	16,552	100.0
PERCENT	97.2	2.8	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

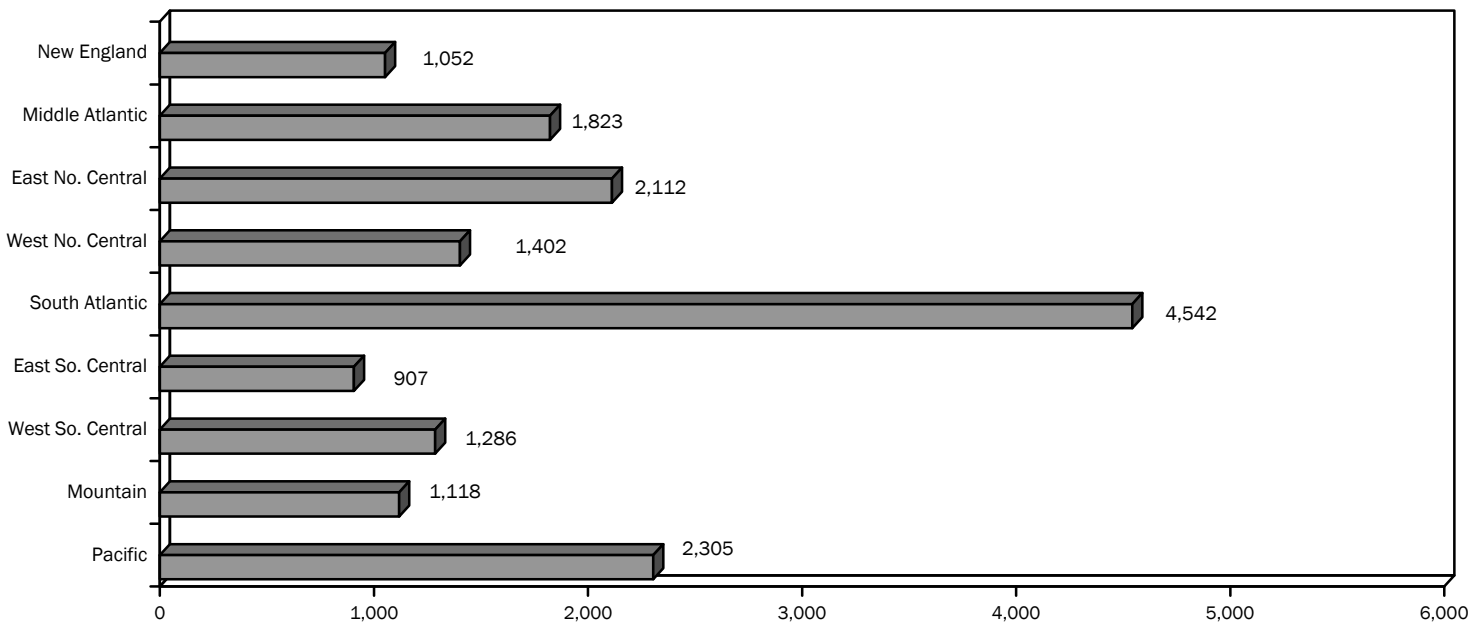
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	1,047	6.3
Individuals by name only _____	15,504	93.7
Titles or functions only _____	1	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	16,552	100.0

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

State	Total Qualified	Percent
Maine _____	45	
New Hampshire _____	122	
Vermont _____	117	
Massachusetts _____	510	
Rhode Island _____	87	
Connecticut _____	171	
NEW ENGLAND	1,052	6.3
New York _____	887	
New Jersey _____	417	
Pennsylvania _____	519	
MIDDLE ATLANTIC	1,823	11.0
Ohio _____	401	
Indiana _____	441	
Illinois _____	547	
Michigan _____	658	
Wisconsin _____	65	
EAST NO. CENTRAL	2,112	12.8
Minnesota _____	161	
Iowa _____	512	
Missouri _____	378	
North Dakota _____	13	
South Dakota _____	183	
Nebraska _____	72	
Kansas _____	83	
WEST NO. CENTRAL	1,402	8.5
Delaware _____	45	
Maryland _____	567	
Washington, DC _____	33	
Virginia _____	725	
West Virginia _____	3	
North Carolina _____	727	
South Carolina _____	236	
Georgia _____	622	
Florida _____	1,584	
SOUTH ATLANTIC	4,542	27.4

State	Total Qualified	Percent
Kentucky _____	266	
Tennessee _____	440	
Alabama _____	150	
Mississippi _____	51	
EAST SO. CENTRAL	907	5.5
Arkansas _____	133	
Louisiana _____	255	
Oklahoma _____	75	
Texas _____	823	
WEST SO. CENTRAL	1,286	7.8
Montana _____	223	
Idaho _____	248	
Wyoming _____	2	
Colorado _____	154	
New Mexico _____	97	
Arizona _____	121	
Utah _____	174	
Nevada _____	99	
MOUNTAIN	1,118	6.8
Alaska _____	12	
Washington _____	838	
Oregon _____	159	
California _____	1,262	
Hawaii _____	34	
PACIFIC	2,305	13.9
UNITED STATES	16,547	100.0
U.S. Territories _____	1	
Canada _____	2	
Mexico _____	-	
Other International _____	2	
AP0/FPO _____	-	
TOTAL QUALIFIED CIRCULATION	16,552	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



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: _____	16,520	16,530	16,537	16,599	16,566	16,553
Qualified Non-Paid: ____	16,520	16,530	16,537	16,599	16,566	16,553
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 2: LATE MAILING

16,661 copies or 100% of the January issue were mailed on Feb. 3, 2011

16,665 copies or 100% of the February issue were mailed on March 3, 2011

16,662 copies or 100% of the March issue were mailed on April 4, 2011

16,661 copies or 100% of the May issue were mailed on June 2, 2011

PARAGRAPH 3b:

Other Sources include 3 sources of circulation for quantities of 2 copies or -% to 15,456 copies or 93.4%, including 2011 AAU Roster.

PUBLISHER'S AFFIDAVIT

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

Kristen McIntosh, Vice President / Executive Editor

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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2011

State Alabama

County Baldwin

Received by BPA Worldwide July 15, 2011

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