

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.

GIE Media Inc.
5811 Canal Rd.
Valley View, Ohio 44125
Tel. No.: 800-456-0707
Fax No.: 216-525-0515
www.golfcourseindustry.com

GOLF COURSE INDUSTRY is a B2B brand intended for individuals with broad based interests in the golf course management industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical 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

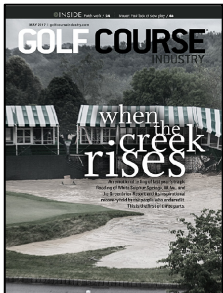
GOLF COURSE INDUSTRY serves golf courses including public, private, semi-private, municipal/city/state and hotel/resort. Also served are golf course management companies, architects, developers, builders, suppliers/sales, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are golf course superintendents and assistant superintendents, owners and management company executives, golf directors, head pros, general managers, builders/developers, architects, engineers, research professionals and other titled personnel.

CHANNELS

**GOLF COURSE
INDUSTRY
MAGAZINE**



6 Issues in the period
25,174 average circulation

EXECUTIVE SUMMARY

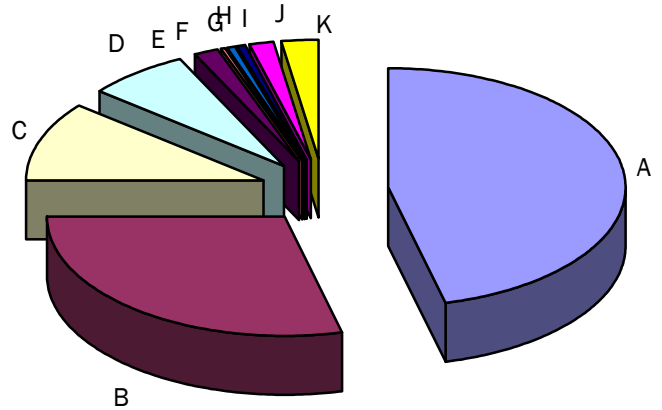
Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GOLF COURSE INDUSTRY MAGAZINE Unique Total* (6 issues in the period)	25,174	-	25,174
a. Print	17,002	-	17,002
b. Digital	9,628	-	9,628
1. Requested	9,628	-	9,628
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

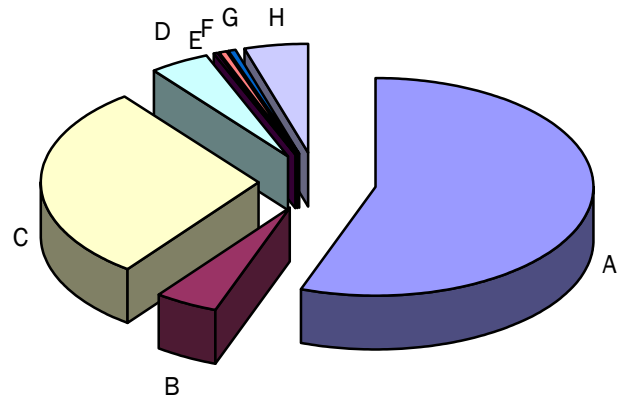
3a. Breakout of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Public	11,649	46.2
B Private	7,302	28.9
C Semi-Private	2,686	10.6
D Municipal/County/State	1,809	7.2
E Hotel/Resort	385	1.5
F Golf Course Management Companies	113	0.4
G Golf Course Architects	130	0.5
H Golf Course Developers	23	0.1
I Golf Course Builders	91	0.4
J Supplier/Sales	423	1.7
K Others Allied to the Field	622	2.5
TOTAL QUALIFIED CIRCULATION	25,233	100.0



3a. Breakout of Classification by Title

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A Golf Course Superintendents	14,039	55.6
B Golf Course Owners/Management Company Executives	1,210	4.8
C Director of Golf/Head Pro/General Managers	7,340	29.1
D Assistant Superintendents	1,079	4.3
E Builders/Developers	103	0.4
F Architects/Engineers	145	0.6
G Research Professionals	97	0.4
H Other Titled and Non-Titled Personnel	1,220	4.8
TOTAL QUALIFIED CIRCULATION	25,233	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,614	4,389	211	11,983	9,598	20,214	80.1
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):	5,019	-	-	5,019	-	5,019	19.9
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	5,019	-	-	5,019	-	5,019	19.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
	*UNIQUE TOTAL QUALIFIED CIRCULATION	20,633	4,389	211	17,002	9,598	25,233
	PERCENT	79.8	17.4	20.8	67.4	38.0	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	16,270	9,598	24,501	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	732	-	732	2.9
Single Copy Sales	-	-	-	-
	*UNIQUE TOTAL QUALIFIED CIRCULATION	17,002	9,598	25,233
			100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Unique Total Audit Average Qualified***:	25,537	24,348	25,587	25,251	25,313	25,174
Unique Qualified Non-Paid Total***:	25,537	24,348	25,587	25,251	25,313	25,174
Print:	17,557	17,000	17,002	17,003	17,001	17,002
Digital:	10,113	9,375	9,743	8,750	9,729	9,628
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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: January – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	147	62	197		Kentucky	296	129	407	
New Hampshire	109	65	165		Tennessee	317	161	453	
Vermont	71	41	107		Alabama	240	108	334	
Massachusetts	420	241	625		Mississippi	157	62	211	
Rhode Island	61	48	102		EAST SO. CENTRAL	1,010	460	1,405	5.6
Connecticut	221	150	352		Arkansas	204	56	249	
NEW ENGLAND	1,029	607	1,548	6.1	Louisiana	156	65	214	
New York	918	444	1,296		Oklahoma	207	103	296	
New Jersey	322	233	520		Texas	824	438	1,209	
Pennsylvania	783	398	1,113		WEST SO. CENTRAL	1,391	662	1,968	7.8
MIDDLE ATLANTIC	2,023	1,075	2,929	11.6	Montana	104	59	148	
Ohio	813	421	1,170		Idaho	134	65	190	
Indiana	450	231	647		Wyoming	56	12	68	
Illinois	722	395	1,068		Colorado	278	180	429	
Michigan	847	398	1,181		New Mexico	84	49	126	
Wisconsin	535	275	775		Arizona	320	222	522	
EAST NO. CENTRAL	3,367	1,720	4,841	19.2	Utah	122	69	180	
Minnesota	495	269	719		Nevada	112	55	157	
Iowa	395	143	508		MOUNTAIN	1,210	711	1,820	7.2
Missouri	391	184	543		Alaska	15	3	18	
North Dakota	83	23	104		Washington	282	161	414	
South Dakota	105	34	131		Oregon	200	96	273	
Nebraska	217	100	305		California	955	632	1,500	
Kansas	247	115	340		Hawaii	82	31	109	
WEST NO. CENTRAL	1,933	868	2,650	10.5	PACIFIC	1,534	923	2,314	9.2
Delaware	46	34	76		UNITED STATES	16,948	9,224	24,814	98.3
Maryland	197	199	361		U.S. Territories	1	2	3	
Washington, DC	6	3	9		Canada	34	180	208	
Virginia	399	240	603		Mexico	-	4	4	
West Virginia	119	43	158		Other International	19	187	203	
North Carolina	666	414	1,012		APO/FPO	-	1	1	
South Carolina	399	241	613		*UNIQUE TOTAL QUALIFIED CIRCULATION	17,002	9,598	25,233	100.0
Georgia	446	280	683						
Florida	1,173	744	1,824						
SOUTH ATLANTIC	3,451	2,198	5,339	21.2					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 5,019 copies or 19.9%, including National Golf Foundation.

PUBLISHER'S AFFIDAVIT

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

Pat Jones, Publisher

Steve Edelman, Audience Development Associate

(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, 2017

State

Ohio

County

Cuyahoga

Received by BPA Worldwide

July 13, 2017

Type

BD

ID Number

G020B0J7

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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	749
	108
All Other	115
TOTAL	972

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,444	97.1	24,444	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	730	2.9	730	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,174	100.0	25,174	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	17,001	9,598	25,101
February	17,002	9,547	25,061
March	17,002	9,748	25,259
April	17,005	9,616	25,130
May	17,002	9,598	25,233
June	17,003	9,658	25,260

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.3% or 71 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		Digital		CLASSIFICATION BY TITLE								
			Print	Digital	Golf Course Superintendents	Golf Course Owners/ Management Company Executives	Director of Golf/Head Pro/General Managers	Assistant Superintendents	Builders/ Developers	Architects/ Engineers	Research Professionals	Other Titled and Non-Titled Personnel			
GOLF COURSES															
Public	11,649	46.2	8,948	3,181	7,258	730	3,192	297	3	2	5	162			
Private	7,302	28.9	4,633	3,201	3,870	147	2,570	543	10	3	6	153			
Semi-Private	2,686	10.6	1,651	1,212	1,177	166	1,132	131	-	1	2	77			
Municipal/County/State	1,809	7.2	1,418	511	1,516	24	177	59	1	-	3	29			
Hotel/Resort	385	1.5	174	247	169	15	141	42	-	1	-	17			
Total Qualified Copies to Golf Courses	23,831	94.4	16,824	8,352	13,990	1,082	7,212	1,072	14	7	16	438			
Golf Course Management Companies	113	0.4	17	100	16	64	11	1	2	1	2	16			
Golf Course Architects	130	0.5	16	115	1	9	2	-	1	108	1	8			
Golf Course Developers	23	0.1	8	16	1	2	5	-	12	2	1	-			
Golf Course Builders	91	0.4	9	82	1	6	4	-	64	6	1	9			
Supplier/Sales	423	1.7	49	378	2	26	41	2	5	5	20	322			
Others Allied to the Field	622	2.5	79	555	28	21	65	4	5	16	56	427			
*UNIQUE TOTAL QUALIFIED CIRCULATION	25,233	100.0	17,002	9,598	14,039	1,210	7,340	1,079	103	145	97	1,220			
PERCENT	100.0		67.4	38.0	55.6	4.8	29.1	4.3	0.4	0.6	0.4	4.8			

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.