

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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GOLF COURSE INDUSTRY

GIE Media Inc.
4020 Kinross Lakes Parkway # 201
Richfield, Ohio 44286
Tel. No.: 800-456-0707
Fax No.: 330-659-4043

Official Publication of: None
Established: 1989
Issues per Year: 12



FIELD SERVED

GOLF COURSE INDUSTRY serves golf courses including public, private, municipal, county/state, hotel/resort, par 3/executive courses and practice facilities. Also served are golf course management companies, architects, developers, builders and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are golf course superintendents and assistant superintendents, owners and management company executives, green chairmen, directors of golf, club presidents, general managers, builders/developers, architects, engineers, research professionals and other titled personnel.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|-------------------------------------------------|------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 8 |
| Advertiser and Agency _____ | 621 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 175 |
| Digital _____ | - |
| All Other _____ | 192 |
| TOTAL | 996 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|------------------------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 27,814 | 100.0 | 27,814 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 27,814 | 100.0 | 27,814 | 100.0 | - | - |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | | | | | |
|-----------------------------------------------|----------------|--------------|------------------------|--------------------------|-----------------|
| 2011 Issue | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Total Qualified |
| January _____ | 54 | 2 | 27,419 | 1,257 | 28,676 |
| February _____ | 26 | 3 | 27,396 | 1,257 | 28,653 |
| March _____ | 70 | 1 | 27,361 | 1,223 | 28,584 |
| April _____ | 1,699 | 110 | 25,903 | 1,092 | 26,995 |
| May _____ | 17 | 1 | 25,919 | 1,081 | 27,000 |
| June _____ | 1 | - | 25,950 | 1,028 | 26,978 |
| TOTAL | 1,867 | 117 | | | |

| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 | | | | | | | |
|-------------------------------------------------------------------------------------|------------------|--------------|----------|------------------------|--------------------------|-----------------|--------------|
| QUALIFICATION SOURCE | Qualified Within | | | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: _____ | 19,602 | 4,401 | - | 22,922 | 1,081 | 24,003 | 88.9 |
| II. Request from recipient's company: _____ | 27 | - | - | 27 | - | 27 | 0.1 |
| III. Membership Benefit: _____ | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): _____ | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | 2,970 | - | - | 2,970 | - | 2,970 | 11.0 |
| *Association rosters and directories _____ | 2,970 | - | - | 2,970 | - | 2,970 | 11.0 |
| Business directories _____ | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | - | - | - | - |
| Other sources _____ | - | - | - | - | - | - | - |
| VI. Single Copy Sales: _____ | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 22,599 | 4,401 | - | 25,919 | 1,081 | 27,000 | 100.0 |
| PERCENT | 83.7 | 16.3 | - | 96.0 | 4.0 | 100.0 | |

*See Additional Data

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 | | | | |
|-----------------------------------------------------------------------------|------------------------|--------------------------|-----------------|--------------|
| MAILING ADDRESS | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| Individuals by name and title and/or function _____ | 25,919 | 1,081 | 27,000 | 100.0 |
| Individuals by name only _____ | - | - | - | - |
| Titles or functions only _____ | - | - | - | - |
| Company names only _____ | - | - | - | - |
| Multi-Copy Same Addressee copies _____ | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,919 | 1,081 | 27,000 | 100.0 |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 | | | | | | | | | |
|-------------------------------------------------------------------------|------------------------|--------------------------|-----------------|-------------|------------------------------------|------------------------|--------------------------|-----------------|--------------|
| State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent | State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| Maine _____ | 202 | 7 | 209 | | Kentucky _____ | 451 | 6 | 457 | |
| New Hampshire _____ | 205 | 4 | 209 | | Tennessee _____ | 508 | 18 | 526 | |
| Vermont _____ | 114 | 3 | 117 | | Alabama _____ | 384 | 10 | 394 | |
| Massachusetts _____ | 575 | 28 | 603 | | Mississippi _____ | 232 | 1 | 233 | |
| Rhode Island _____ | 99 | 5 | 104 | | EAST SO. CENTRAL | 1,575 | 35 | 1,610 | 6.0 |
| Connecticut _____ | 325 | 19 | 344 | | Arkansas _____ | 290 | 4 | 294 | |
| NEW ENGLAND | 1,520 | 66 | 1,586 | 5.9 | Louisiana _____ | 224 | 3 | 227 | |
| New York _____ | 1,302 | 39 | 1,341 | | Oklahoma _____ | 352 | 10 | 362 | |
| New Jersey _____ | 500 | 33 | 533 | | Texas _____ | 1,218 | 39 | 1,257 | |
| Pennsylvania _____ | 1,232 | 60 | 1,292 | | WEST SO. CENTRAL | 2,084 | 56 | 2,140 | 7.9 |
| MIDDLE ATLANTIC | 3,034 | 132 | 3,166 | 11.7 | Montana _____ | 146 | 4 | 150 | |
| Ohio _____ | 1,364 | 59 | 1,423 | | Idaho _____ | 174 | 9 | 183 | |
| Indiana _____ | 725 | 30 | 755 | | Wyoming _____ | 75 | - | 75 | |
| Illinois _____ | 1,086 | 57 | 1,143 | | Colorado _____ | 387 | 27 | 414 | |
| Michigan _____ | 1,241 | 39 | 1,280 | | New Mexico _____ | 103 | 5 | 108 | |
| Wisconsin _____ | 869 | 31 | 900 | | Arizona _____ | 446 | 18 | 464 | |
| EAST NO. CENTRAL | 5,285 | 216 | 5,501 | 20.4 | Utah _____ | 189 | 10 | 199 | |
| Minnesota _____ | 772 | 32 | 804 | | Nevada _____ | 153 | 15 | 168 | |
| Iowa _____ | 611 | 16 | 627 | | MOUNTAIN | 1,673 | 88 | 1,761 | 6.5 |
| Missouri _____ | 594 | 27 | 621 | | Alaska _____ | 33 | 2 | 35 | |
| North Dakota _____ | 132 | 8 | 140 | | Washington _____ | 478 | 18 | 496 | |
| South Dakota _____ | 151 | 2 | 153 | | Oregon _____ | 303 | 11 | 314 | |
| Nebraska _____ | 333 | 14 | 347 | | California _____ | 1,390 | 48 | 1,438 | |
| Kansas _____ | 356 | 25 | 381 | | Hawaii _____ | 101 | 2 | 103 | |
| WEST NO. CENTRAL | 2,949 | 124 | 3,073 | 11.4 | PACIFIC | 2,305 | 81 | 2,386 | 8.8 |
| Delaware _____ | 68 | 3 | 71 | | UNITED STATES | 25,867 | 1,032 | 26,899 | 99.6 |
| Maryland _____ | 360 | 26 | 386 | | U.S. Territories _____ | 1 | 2 | 3 | |
| Washington, DC _____ | 9 | - | 9 | | Canada _____ | 37 | 45 | 82 | |
| Virginia _____ | 655 | 21 | 676 | | Mexico _____ | - | 1 | 1 | |
| West Virginia _____ | 183 | 4 | 187 | | Other International _____ | 14 | 1 | 15 | |
| North Carolina _____ | 1,048 | 45 | 1,093 | | APO/FPO _____ | - | - | - | |
| South Carolina _____ | 639 | 22 | 661 | | TOTAL QUALIFIED CIRCULATION | 25,919 | 1,081 | 27,000 | 100.0 |
| Georgia _____ | 672 | 22 | 694 | | | | | | |
| Florida _____ | 1,808 | 91 | 1,899 | | | | | | |
| SOUTH ATLANTIC | 5,442 | 234 | 5,676 | 21.0 | | | | | |

| 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 2008 | January - June 2009 | July - December 2009 | January - June 2010* | July - December 2010* | January - June 2011* |
| Total Audit Average Qualified _____ | 30,696 | 30,095 | 28,491 | 28,207 | 28,552 | 27,814 |
| Qualified Non-Paid Total __ | 30,696 | 30,095 | 28,491 | 28,207 | 28,552 | 27,814 |
| Print Version Only _____ | 30,696 | 30,095 | 28,491 | 27,661 | 27,088 | 26,658 |
| Digital Version Only _____ | - | - | - | 546 | 1,464 | 1,156 |
| Qualified Paid Total _____ | - | - | - | - | - | - |
| Print Version Only _____ | - | - | - | - | - | - |
| Digital Version Only _____ | - | - | - | - | - | - |
| 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 - December 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

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 who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,970 copies or 11.0%, including National Golf Foundation.

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY | | | | | | |
|---------------------------------------------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 26,658 | 100.0 | 26,658 | 100.0 | - | - |
| Sponsored Individually Addressed __ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 26,658 | 100.0 | 26,658 | 100.0 | - | - |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY | | | | | | |
|-----------------------------------------------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 1,156 | 100.0 | 1,156 | 100.0 | - | - |
| Sponsored Individually Addressed __ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 1,156 | 100.0 | 1,156 | 100.0 | - | - |

| PUBLISHER'S AFFIDAVIT | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | August 12, 2011 |
| Pat Jones, Publisher | State | Ohio |
| Melody Berendt, Director Circulation | County | Summit |
| (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 | August 12, 2011 |
| IMPORTANT NOTE: | Type | PD |
| 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 | G020Y0J1 |

| 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 This issue is 3.5% or 977 copies below the average of the other 5 issues reported in Paragraph two. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------|------------------------|--------------------------|-----------------------------|---------------------------------------------------|------------------|-----------------------------|---------------------------|----------------|-----------------|----------------------|-----------------------|------------------------|------------------------|-----------------|---------------|--------------|--------------------|------------|--------------------------------------|--------------|------------------|-----------------|--------------------|--------------------|----------------------|----------------|---------------------------|
| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | Classification by Title | | | | | | | | | | | Number of Holes | | | | | Annual Maintenance Budget in Dollars | | | | | | | | |
| | | | | | Golf Course Superintendents | Golf Course Owners/ Management Company Executives | General Managers | Directors of Golf/ Head Pro | Assistant Superintendents | Green Chairmen | Club Presidents | Builders/ Developers | Architects/ Engineers | Research Professionals | Other Titled Personnel | 9 | 18 | 27 | 36 Holes and above | Other | Information Not Available | Under 50,000 | 50,000 to 99,999 | 100,000-249,999 | 250,000 to 499,999 | 500,000 to 749,999 | 750,000 to 1,000,000 | Over 1,000,000 | Information Not Available |
| GOLF COURSES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public _____ | 12,866 | 47.6 | 12,601 | 265 | 7,923 | 1,469 | 1,573 | 1,040 | 669 | 7 | 14 | 8 | 2 | 4 | 157 | 3,474 | 8,088 | 688 | 508 | 107 | 1 | 1,820 | 1,646 | 1,923 | 1,770 | 809 | 377 | 299 | 4,222 |
| Private _____ | 7,585 | 28.1 | 7,200 | 385 | 4,165 | 141 | 1,052 | 879 | 1,185 | 9 | 3 | 8 | 5 | 4 | 134 | 811 | 5,672 | 415 | 594 | 93 | - | 253 | 394 | 633 | 925 | 998 | 994 | 1,881 | 1,507 |
| Semi-Private _____ | 3,432 | 12.7 | 3,304 | 128 | 1,953 | 336 | 358 | 416 | 298 | 3 | 3 | 2 | 1 | - | 62 | 659 | 2,412 | 190 | 142 | 28 | 1 | 318 | 461 | 639 | 651 | 396 | 192 | 165 | 610 |
| Municipal/County/State _____ | 1,644 | 6.1 | 1,539 | 105 | 1,065 | 11 | 161 | 215 | 159 | 1 | - | - | - | 2 | 30 | 341 | 1,068 | 117 | 84 | 33 | 1 | 69 | 127 | 227 | 379 | 221 | 108 | 68 | 445 |
| Hotel/Resort _____ | 556 | 2.1 | 510 | 46 | 282 | 27 | 72 | 73 | 87 | 1 | - | - | - | - | 14 | 36 | 274 | 43 | 171 | 31 | 1 | 17 | 25 | 48 | 76 | 78 | 72 | 161 | 79 |
| Executive Courses (including Par 3) and Practice Facilities _____ | 178 | 0.7 | 169 | 9 | 58 | 58 | 36 | 20 | 2 | - | 1 | - | - | 1 | 2 | 81 | 37 | 3 | 3 | 52 | 2 | 74 | 41 | 30 | 9 | 4 | - | 2 | 18 |
| Other Golf Courses _____ | 86 | 0.3 | 74 | 12 | 32 | 11 | 17 | 14 | 6 | - | - | 2 | - | - | 4 | 10 | 50 | 6 | 11 | 9 | - | 8 | 6 | 12 | 22 | 12 | 5 | 8 | 13 |
| Total Qualified Copies to Golf Courses | 26,347 | 97.6 | 25,397 | 950 | 15,478 | 2,053 | 3,269 | 2,657 | 2,406 | 21 | 21 | 20 | 8 | 11 | 403 | 5,412 | 17,601 | 1,462 | 1,513 | 353 | 6 | 2,559 | 2,700 | 3,512 | 3,832 | 2,518 | 1,748 | 2,584 | 6,894 |
| Golf Course Management Companies _____ | 91 | 0.3 | 71 | 20 | 7 | 57 | 11 | 2 | 3 | - | 1 | 3 | 1 | 1 | 5 | 2 | 19 | 1 | 12 | 56 | 1 | 8 | 3 | 3 | 9 | 11 | 7 | 39 | 11 |
| Golf Course Architects _____ | 107 | 0.4 | 76 | 31 | - | 11 | 1 | - | - | - | - | 4 | 90 | - | 1 | 3 | 6 | - | 1 | 96 | 1 | 39 | 4 | 2 | 9 | 7 | 4 | 19 | 23 |
| Golf Course Developers _____ | 40 | 0.1 | 31 | 9 | 1 | 12 | 3 | 2 | 1 | - | - | 19 | 1 | - | 1 | - | 12 | 3 | 8 | 17 | - | 2 | 2 | 5 | 5 | 8 | 7 | 9 | 2 |
| Golf Course Builders _____ | 74 | 0.3 | 63 | 11 | 9 | 12 | - | 1 | 1 | - | - | 44 | - | - | 7 | 2 | 9 | - | 3 | 57 | 3 | 22 | 9 | 7 | 4 | 3 | 1 | 16 | 12 |
| Others Allied to the Field _____ | 341 | 1.3 | 281 | 60 | 29 | 58 | 43 | 11 | 5 | 1 | - | 11 | - | 10 | 173 | 6 | 30 | 9 | 16 | 258 | 22 | 106 | 11 | 23 | 23 | 26 | 14 | 52 | 86 |
| TOTAL QUALIFIED CIRCULATION | 27,000 | 100.0 | 25,919 | 1,081 | 15,524 | 2,203 | 3,327 | 2,673 | 2,416 | 22 | 22 | 101 | 100 | 22 | 590 | 5,425 | 17,677 | 1,475 | 1,553 | 837 | 33 | 2,736 | 2,729 | 3,552 | 3,882 | 2,573 | 1,781 | 2,719 | 7,028 |
| PERCENT | 100.0 | | 96.0 | 4.0 | 57.5 | 8.1 | 12.3 | 9.9 | 8.9 | 0.1 | 0.1 | 0.4 | 0.4 | 0.1 | 2.2 | 20.1 | 65.5 | 5.5 | 5.7 | 3.1 | 0.1 | 10.1 | 10.1 | 13.2 | 14.4 | 9.5 | 6.6 | 10.1 | 26.0 |