

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.

Kenilworth Media Inc.  
(See Additional Data)  
15 Wertheim Court, Suite 710  
Richmond Hill, Ontario, L4B 3H7  
Tel. No.: (905) 771-7333  
www.sportseventsmagazine.com

**SPORTSEVENTS** is a B2B/Consumer brand intended for individuals with broad-based interests in Sporting Event industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth 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**

**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, marketing consultants, league managers and directors, executives at sports complexes and other titled and non-titled personnel in the country's sports events industry.

**CHANNELS**

**SPORTSEVENTS MAGAZINE**



4 issues in the period  
18,011 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>SPORTSEVENTS MAGAZINE</b> (4 issues in the period)	18,011	-	18,011

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	29
Allocated for Trade Shows and Conventions	150
All Other	518
<b>TOTAL</b>	<b>697</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,011	100.0	18,011	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,011</b>	<b>100.0</b>	<b>18,011</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
January	18,012
February	18,010
March	18,010
May	18,010

*\*See Additional Data*

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

This issue is -% or 1 copy below the average of the other 3 issues reported in Paragraph 2.

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, and Travel Agencies	15,086	83.8
Others allied to the field	2,924	16.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Qualified recipients include sports event planners, league managers and directors, executives at sports complexes and other titled (4,603 or 25.5%) and non-titled (53 or 0.3%) personnel in the country's sports events industry.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

Qualification Source	Total Qualified	Percent
I. Direct Request:	<b>895</b>	<b>5.0</b>
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>17,115</b>	<b>95.0</b>
*Association rosters and directories	12,916	71.7
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
*Other sources	4,199	23.3
VI. Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

*\*See Additional Data*

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

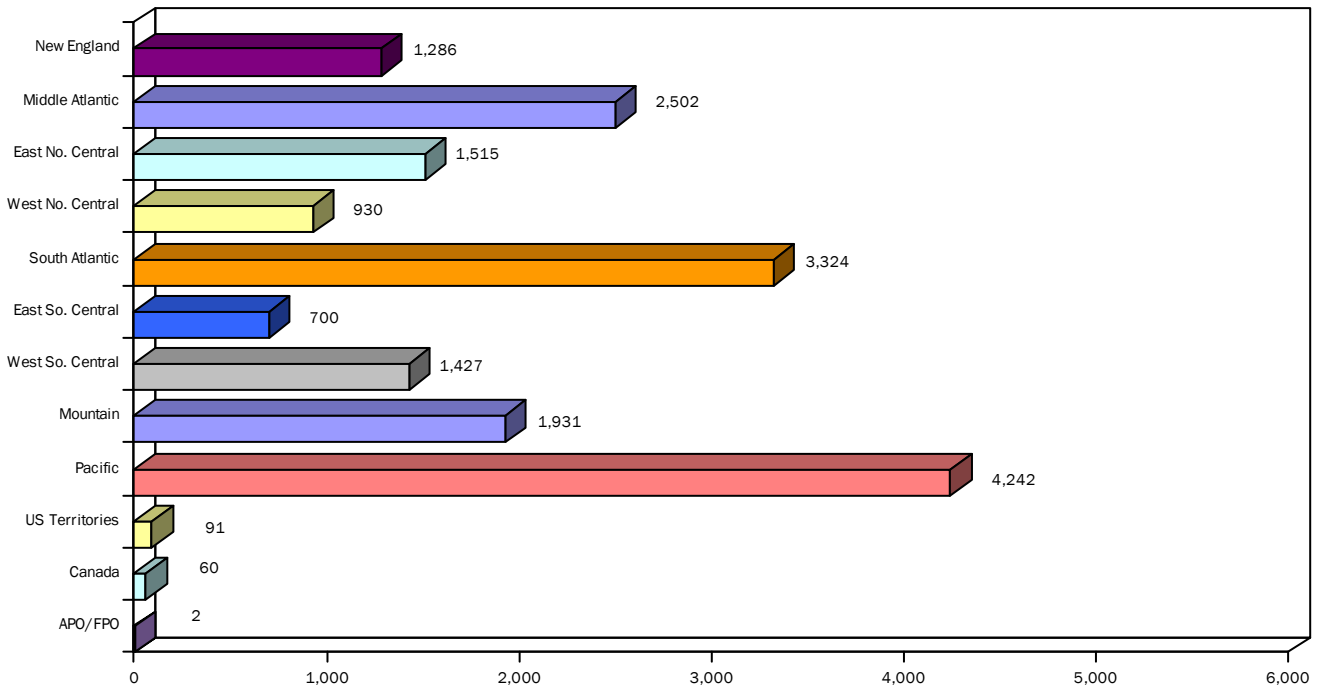
6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	16,001	16,910	18,002	18,000	18,002	18,011
Qualified Non-Paid:	16,001	16,910	18,002	18,000	18,002	18,011
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 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	75		Kentucky	183	
New Hampshire	115		Tennessee	310	
Vermont	132		Alabama	150	
Massachusetts	527		Mississippi	57	
Rhode Island	95		<b>EAST SO. CENTRAL</b>	<b>700</b>	<b>3.9</b>
Connecticut	342		Arkansas	80	
<b>NEW ENGLAND</b>	<b>1,286</b>	<b>7.1</b>	Louisiana	247	
New York	1,229		Oklahoma	89	
New Jersey	557		Texas	1,011	
Pennsylvania	716		<b>WEST SO. CENTRAL</b>	<b>1,427</b>	<b>7.9</b>
<b>MIDDLE ATLANTIC</b>	<b>2,502</b>	<b>13.9</b>	Montana	183	
Ohio	321		Idaho	198	
Indiana	206		Wyoming	75	
Illinois	424		Colorado	429	
Michigan	418		New Mexico	132	
Wisconsin	146		Arizona	428	
<b>EAST NO. CENTRAL</b>	<b>1,515</b>	<b>8.4</b>	Utah	277	
Minnesota	127		Nevada	209	
Iowa	328		<b>MOUNTAIN</b>	<b>1,931</b>	<b>10.7</b>
Missouri	227		Alaska	57	
North Dakota	25		Washington	809	
South Dakota	101		Oregon	295	
Nebraska	55		California	2,911	
Kansas	67		Hawaii	170	
<b>WEST NO. CENTRAL</b>	<b>930</b>	<b>5.2</b>	<b>PACIFIC</b>	<b>4,242</b>	<b>23.6</b>
Delaware	70		<b>UNITED STATES</b>	<b>17,857</b>	<b>99.2</b>
Maryland	326		U.S. Territories	91	
Washington, DC	47		Canada	60	
Virginia	470		Mexico	-	
West Virginia	40		Other International	-	
North Carolina	456		APO/FPO	2	
South Carolina	191				
Georgia	450				
Florida	1,274				
<b>SOUTH ATLANTIC</b>	<b>3,324</b>	<b>18.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,010</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### CHANGE IN OWNERSHIP:

Effective with the July 2019 issue, SportsEvents was purchased by Kenilworth Media, Inc.

### CHANGE IN FREQUENCY

Effective with the May 2020 issue, SportsEvents changed its frequency from 10 to 9 issues per year. Due to the COVID-19 pandemic, there was no June 2020 issue published.

### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 1,204 copies or 6.7% to 11,712 copies or 65.0%, including Amateur Athletic Union 2017 and 2019 lists.

Other sources include 1 source of circulation for a quantity of 4,199 copies or 23.3%, including InfoUSA 2018.

### PUBLISHER'S AFFIDAVIT

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

Krista Taylor, Director of Operations

John Macpherson, Director of Business Development

(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 24, 2020

Province Ontario

Country Canada

Received by BPA Worldwide July 24, 2020

Type BJ

ID Number S380B0J0

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.