

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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# RESORT RECREATION

THE LEADING RESOURCE for RESORT and SPA MANAGEMENT

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Official Publication of: None  
Established: 1998  
Issues Per Year: 5  
(See Paragraph 11)

### FIELD SERVED

RESORT AND RECREATION serves Resorts (Destination/Amenity Based), Clubs, Day Spas or Recreation-only locations, Hospitality or Hotels/Motels only, Architect/Design, Engineering/Construction, Finance/Real Estate or other Resort Development firms, Management Companies and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate Management, Operations Management/Purchasing, Food & Beverage Management, Facilities Management, Recreation Management, Other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	5
Advertiser and Agency _____	1,121
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	130
All Other _____	623
<b>TOTAL</b>	<b>1,879</b>

\*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,294	99.4	21,294	99.4	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	132	0.6	132	0.6	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,426</b>	<b>100.0</b>	<b>21,426</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February/March_	1,843	4,966			22,200						
April/May_____	5,206	4,109			21,103	Fall_____	387	1,243			22,029
June/July_____	205	275			21,173	<b>**Winter Buyer's Guide*_____</b>					<b>20,625</b>
						<b>TOTAL</b>					

\*See Paragraph 11

\*\* Analyzed Issue

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF WINTER BUYER'S GUIDE 2006****This issue is 4.6% or 1,001 copies below the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management	Operations Management/ Purchasing, Food & Beverage Management, Facilities Management	Recreation Management, Other titled and non-titled personnel and company copies
Resorts (Destination/Amenity Based), Clubs, Day Spas or Recreation-only locations, Hospitality or Hotels/Motels only, Architect/Design, Engineering/Construction, Finance/Real Estate or other Resort Development firms, Management Companies (Note 1) and others allied to the field _____	20,625	100.0	6,816	10,831	2,978
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,625</b>	<b>100.0</b>	<b>33.1</b>	<b>52.5</b>	<b>14.4</b>
<b>PERCENT</b>	100.0	-			

Note 1: Management Companies include Consultants, Franchisors, and Corporate Headquarters serving resorts & other hospitality or recreation locations.

CORPORATE MANAGEMENT titles include Owner/Operator, Innkeeper, Partner, Developer, Chairman, CEO, President, Executive VP, CFO, COO, Asset Manager, Revenue Manager, other officers and directors

OPERATIONS MANAGEMENT/PURCHASING titles include Operations Manager, General Manager, Manager, Assistant Manager, IS/IT Manager, Project Manager, Group Sales/Conventions/Meeting & Events Manager, VP/Director of Purchasing, Comptroller, Purchasing Agent

FOOD & BEVERAGE MANAGEMENT titles include Manager, Director or VP Food & Beverage/Foodservice, Dining/Bar/Restaurant Operations Manager, Executive Chef, other Chef, and Banquet/Catering Manager

FACILITIES MANAGEMENT titles include Front Desk, Guest Services or Membership Manager, Executive Housekeeper, Retail, Pro Shop or Clubhouse Manager, Grounds Maintenance, Golf Course Superintendent, Architect, Designer, Engineering or other Facilities Manager

RECREATION MANAGEMENT titles include Golf Director or Pro, Recreation/Activities Director, Pool/Aquatics Director, Spa or Health/Fitness Director

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF WINTER BUYER'S GUIDE 2006 (SEE PARAGRAPH 11)							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>5,946</b>	<b>1,312</b>	-			<b>7,258</b>	<b>35.1</b>
a. Written _____	752	270	-			1,022	5.0
b. Telecommunication _____	4,469	877	-			5,346	25.8
c. Electronic _____	725	165	-			890	4.3
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>3,968</b>	<b>3,341</b>	-			<b>7,309</b>	<b>35.6</b>
a. Written _____	18	47	-			65	0.3
b. Telecommunication _____	3,783	3,262	-			7,045	34.3
c. Electronic _____	167	32	-			199	1.0
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>167</b>	<b>368</b>	-			<b>535</b>	<b>2.5</b>
a. Written _____	11	19	-			30	0.1
b. Telecommunication _____	145	339	-			484	2.3
c. Electronic _____	11	10	-			21	0.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>4,719</b>	<b>804</b>	-			<b>5,523</b>	<b>26.8</b>
*Association rosters and directories _____	1,677	5	-			1,682	8.2
*Business directories _____	1,310	774	-			2,084	10.1
Independent field reports _____	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	1,732	25	-			1,757	8.5
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,800</b>	<b>5,825</b>	-			<b>20,625</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.8</b>	<b>28.2</b>	-			<b>100.0</b>	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF WINTER BUYER'S GUIDE 2006 (SEE PARAGRAPH 11)				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			18,703	90.6
Individuals by name only _____			279	1.4
Titles or functions only _____			1,254	6.1
Company names only _____			389	1.9
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>20,625</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF WINTER BUYER'S GUIDE 2006									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			170		400-427 Kentucky _____			134	
030-038 New Hampshire _____			213		370-385 Tennessee _____			286	
050-059 Vermont _____			180		350-369 Alabama _____			202	
010-027 Massachusetts _____			398		386-397 Mississippi _____			81	
028-029 Rhode Island _____			70		<b>EAST SO. CENTRAL</b>			<b>703</b>	<b>3.4</b>
060-069 Connecticut _____			192		716-729 Arkansas _____			194	
<b>NEW ENGLAND</b>			<b>1,223</b>	<b>5.9</b>	700-714 Louisiana _____			145	
100-149 New York _____			767		730-749 Oklahoma _____			125	
070-089 New Jersey _____			363		750-799 Texas _____			907	
150-196 Pennsylvania _____			527		<b>WEST SO. CENTRAL</b>			<b>1,371</b>	<b>6.6</b>
<b>MIDDLE ATLANTIC</b>			<b>1,657</b>	<b>8.0</b>	590-599 Montana _____			134	
430-459 Ohio _____			247		832-838 Idaho _____			158	
460-479 Indiana _____			220		820-831 Wyoming _____			96	
600-629 Illinois _____			460		800-816 Colorado _____			729	
480-499 Michigan _____			565		870-884 New Mexico _____			160	
530-549 Wisconsin _____			619		850-865 Arizona _____			713	
<b>EAST NO. CENTRAL</b>			<b>2,111</b>	<b>10.2</b>	840-847 Utah _____			240	
550-567 Minnesota _____			473		889-898 Nevada _____			449	
500-528 Iowa _____			124		<b>MOUNTAIN</b>			<b>2,679</b>	<b>13.0</b>
630-658 Missouri _____			436		995-999 Alaska _____			26	
580-588 North Dakota _____			37		980-994 Washington _____			398	
570-577 South Dakota _____			65		970-979 Oregon _____			239	
680-693 Nebraska _____			67		900-961 California _____			1,927	
660-679 Kansas _____			94		967-968 Hawaii _____			408	
<b>WEST NO. CENTRAL</b>			<b>1,296</b>	<b>6.3</b>	<b>PACIFIC</b>			<b>2,998</b>	<b>14.6</b>
197-199 Delaware _____			27		<b>UNITED STATES</b>			<b>20,298</b>	<b>98.4</b>
206-219 Maryland _____			260		969 & 004-009 U.S. Territories _____			65	
200-205 Washington, DC _____			116		Canada _____			161	
220-246 Virginia _____			589		Mexico _____			63	
247-268 West Virginia _____			114		Other International _____			38	
270-289 North Carolina _____			705		APO/FPO _____			-	
290-299 South Carolina _____			551		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>20,625</b>	<b>100.0</b>
300-319 Georgia _____			526						
320-349 Florida _____			3,372						
<b>SOUTH ATLANTIC</b>			<b>6,260</b>	<b>30.4</b>					

<b>9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>		
	Audited Data	Audited Data
	<b>2005</b>	<b>*2006</b>
Total Audit Average Qualified: _____	19,299	21,426
Qualified Non-Paid: _____	19,299	21,426
Qualified Paid: _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

**\*NOTE: 2006 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed

<b>10. PAID CIRCULATION DATA</b>	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
5	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

##### ISSUES PER YEAR:

Effective with the Fall 2006 issue, Resort+Recreation's publishing frequency was changed to five issues per year.

##### AVERAGE NON-QUALIFIED:

##### Fall 2006 Issue Trade Show Distribution:

350 copies of the Fall 2006 issue were allocated for distribution at the International Spa Association (ISPA) Conference and Expo.

##### PARAGRAPH 2:

Due to a computer conversion, Additions and Removals are not available for the Winter Buyer's Guide issue.

##### PARAGRAPH 3b:

Association rosters and directories include 9 sources of circulation for quantities of 1 copy or -% to 1,677 copies or 8.1%.

Business directories include 16 sources of circulation for quantities of 1 copy or -% to 1,310 copies or 6.4%.

Other sources include 2 sources of circulation for quantities of 25 copies or 0.1% and 1,732 copies or 8.4%.

##### PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

**This audit report is being printed to provide initial data for paragraphs 3b and 3c.**

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

March 2, 2007

TYPE: A

ID Number: R182A0D6