

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 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 _____	34
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	575
Digital _____	-
All Other _____	216
TOTAL	825

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,537	100.0	16,537	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,537	100.0	16,537	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	406	404			16,537	November _____	686	686			16,537
September _____	379	379			16,537	December _____	-	-			16,537
						TOTAL	1,471	1,469			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the average of the other 3 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 _____	16,537	100.0
TOTAL QUALIFIED CIRCULATION	16,537	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	614	1,472	-			2,086	12.6
II. Request from recipient's company: _____	3	-	-			3	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	14,448	-	-			14,448	87.4
*Association rosters and directories _____	281	-	-			281	1.7
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	14,167	-	-			14,167	85.7
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,065	1,472	-			16,537	100.0
PERCENT	91.1	8.9	-			100.0	

*See Paragraph 9

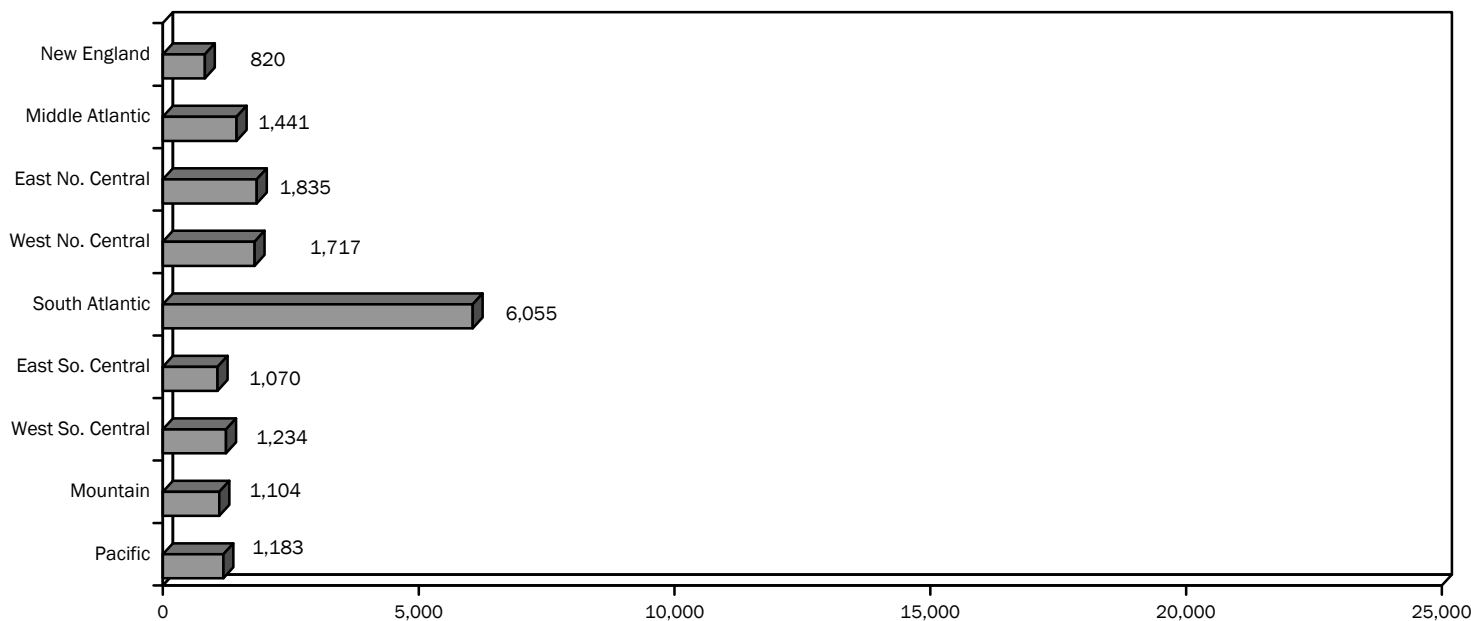
3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			2,251	13.6
Individuals by name only _____			14,201	85.9
Titles or functions only _____			4	-
Company names only _____			81	0.5
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,537	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	12		400-427 Kentucky _____	329	
030-038 New Hampshire _____	143		370-385 Tennessee _____	408	
050-059 Vermont _____	34		350-369 Alabama _____	251	
010-027 Massachusetts _____	270		386-397 Mississippi _____	82	
028-029 Rhode Island _____	36		EAST SO. CENTRAL	1,070	6.5
060-069 Connecticut _____	325		716-729 Arkansas _____	284	
NEW ENGLAND	820	5.0	700-714 Louisiana _____	312	
100-149 New York _____	943		730-749 Oklahoma _____	74	
070-089 New Jersey _____	273		750-799 Texas _____	564	
150-196 Pennsylvania _____	225		WEST SO. CENTRAL	1,234	7.5
MIDDLE ATLANTIC	1,441	8.7	590-599 Montana _____	175	
430-459 Ohio _____	427		832-838 Idaho _____	135	
460-479 Indiana _____	395		820-831 Wyoming _____	128	
600-629 Illinois _____	541		800-816 Colorado _____	227	
480-499 Michigan _____	218		870-884 New Mexico _____	111	
530-549 Wisconsin _____	254		850-865 Arizona _____	149	
EAST NO. CENTRAL	1,835	11.1	840-847 Utah _____	89	
550-567 Minnesota _____	188		889-898 Nevada _____	90	
500-528 Iowa _____	757		MOUNTAIN	1,104	6.7
630-658 Missouri _____	410		995-999 Alaska _____	10	
580-588 North Dakota _____	11		980-994 Washington _____	377	
570-577 South Dakota _____	164		970-979 Oregon _____	72	
680-693 Nebraska _____	120		900-961 California _____	707	
660-679 Kansas _____	143		967-968 Hawaii _____	17	
WEST NO. CENTRAL	1,793	10.8	PACIFIC	1,183	7.1
197-199 Delaware _____	93		UNITED STATES	16,535	100.0
206-219 Maryland _____	535		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	33		Canada _____	1	
220-246 Virginia _____	554		Mexico _____	-	
247-268 West Virginia _____	145		Other International _____	1	
270-289 North Carolina _____	1,086		APO/FPO _____	-	
290-299 South Carolina _____	360		TOTAL QUALIFIED CIRCULATION	16,537	100.0
300-319 Georgia _____	1,065				
320-349 Florida _____	2,184				
SOUTH ATLANTIC	6,055	36.6			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	16,552	16,545	16,535	16,520	16,530	16,537
Qualified Non-Paid: _____	16,552	16,545	16,535	16,520	16,530	16,537
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association Rosters include 1 sources of circulation for a quantity of 281 copies or 1.7%.

Other Sources include 4 sources of circulation for quantities of 1 copies or -% to 13,204 copies or 79.8%, including AAU Non-Athlete Member Roster, Internet Search, and Press Release.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Kristen McIntosh, Vice President

J. Talty O'Connor, Publisher

(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 January 15, 2010

State Alabama

County Baldwin

Received by BPA Worldwide January 15, 2010

Type PJ

ID Number S380P0D9