

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

SUPERINTENDENT MAGAZINE

Moose River Media
374 Emerson Falls Road
St. Johnsbury, VT 05819
Tel.: (802) 748-8908
Fax: (802) 748-1866
www.mooserivermedia.com

Official Publication of: none
Established: 2001
Issues Per Year: 12



FIELD SERVED

Superintendent serves the field of golf course maintenance at private, semi private, public, daily, municipal, resort and university courses; golf course design/construction, control products manufacturer/distributor, golf course products and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include superintendents, assistant superintendents, owners, managers, equipment technicians, dealers, distributors, sales reps, instructors/student and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	549
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	54
Digital _____	-
All Other _____	150
TOTAL	753

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,008	100.0	20,008	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,008	100.0	20,008	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	77	56	20,004
February _____	270	284	20,018
March _____	1,424	1,412	20,006
April _____	203	202	20,005
May _____	55	58	20,008
June _____	73	69	20,004
TOTAL	2,102	2,081	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Superintendent _____	12,169	60.8
Assistant Superintendent _____	1,346	6.7
Owner _____	2,176	10.9
Manager _____	2,246	11.2
Equipment Tech _____	214	1.1
Dealer/Distributor/SLS Rep _____	498	2.5
Instructor/Student _____	454	2.3
Other _____	795	4.0
Did Not Respond _____	110	0.5
TOTAL QUALIFIED CIRCULATION	20,008	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	8,007	3,186	2,494	13,687	68.4
II. Request from recipient's company: _____	227	223	-	450	2.3
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,871	-	-	5,871	29.3
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,871	-	-	5,871	29.3
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,105	3,409	2,494	20,008	100.0
*See Paragraph 8 PERCENT	70.5	17.0	12.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	19,524	97.6
Individuals by name only _____	295	1.5
Titles or functions only _____	189	0.9
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	20,008	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	148		400-427 Kentucky _____	386	
030-038 New Hampshire _____	166		370-385 Tennessee _____	296	
050-059 Vermont _____	83		350-369 Alabama _____	296	
010-027 Massachusetts _____	532		386-397 Mississippi _____	155	
028-029 Rhode Island _____	93		EAST SO. CENTRAL	1,133	5.7
060-069 Connecticut _____	309		716-729 Arkansas _____	186	
NEW ENGLAND	1,331	6.7	700-714 Louisiana _____	189	
100-149 New York _____	966		730-749 Oklahoma _____	219	
070-089 New Jersey _____	456		750-799 Texas _____	770	
150-196 Pennsylvania _____	956		WEST SO. CENTRAL	1,364	6.8
MIDDLE ATLANTIC	2,378	11.9	590-599 Montana _____	85	
430-459 Ohio _____	1,017		832-838 Idaho _____	126	
460-479 Indiana _____	626		820-831 Wyoming _____	26	
600-629 Illinois _____	995		800-816 Colorado _____	342	
480-499 Michigan _____	1,014		870-884 New Mexico _____	74	
530-549 Wisconsin _____	558		850-865 Arizona _____	402	
EAST NO. CENTRAL	4,210	21.0	840-847 Utah _____	128	
550-567 Minnesota _____	556		889-898 Nevada _____	94	
500-528 Iowa _____	494		MOUNTAIN	1,277	6.3
630-658 Missouri _____	433		995-999 Alaska _____	19	
580-588 North Dakota _____	53		980-994 Washington _____	357	
570-577 South Dakota _____	64		970-979 Oregon _____	280	
680-693 Nebraska _____	223		900-961 California _____	1,458	
660-679 Kansas _____	329		967-968 Hawaii _____	102	
WEST NO. CENTRAL	2,152	10.8	PACIFIC	2,216	11.0
197-199 Delaware _____	42		UNITED STATES	19,974	99.8
206-219 Maryland _____	265		969 & 004-009 U.S. Territories _____	27	
200-205 Washington, DC _____	4		Canada _____	1	
220-246 Virginia _____	348		Mexico _____	1	
247-268 West Virginia _____	129		Other International _____	2	
270-289 North Carolina _____	679		AP0/FPO _____	3	
290-299 South Carolina _____	361		TOTAL QUALIFIED CIRCULATION	20,008	100.0
300-319 Georgia _____	606				
320-349 Florida _____	1,479				
SOUTH ATLANTIC	3,913	19.6			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	19,678	19,983	19,976	20,010	20,010	20,008
Qualified Non-Paid: _____	19,678	19,983	19,976	20,010	20,010	20,008
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 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

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

Other sources include 1 source of circulation for a quantity of 5,871 copies or 29.3%, including American Golf Course List.

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVIT

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

Elizabeth Brown, CFO

Sue Ravenscraft, VP, Audience 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed June 15, 2010

State Vermont

County St. Johnsbury

Received by BPA Worldwide June 15, 2010

Type PJ

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