



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**



Field Served:

Swimming pool and spa/hot tub industry.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 15,978

| | | | |
|-----------|---|--|---------------|
| 1A | AVERAGE QUALIFIED PAID CIRCULATION | | |
| | Individual, See Par. 11(a) | | 10,120 |
| | Association | | |
| | Sponsored Individually Addressed | | |
| | Multi-Copy Same Addressee | | |
| | Single Copy Sales | | |
| | Total Average Qualified Paid Circulation | | 10,120 |

| | | | |
|-----------|---|--|--------------|
| 1B | AVERAGE QUALIFIED NON-PAID CIRCULATION | | |
| | Individual | | 5,858 |
| | Association | | |
| | Multi-Copy Same Addressee | | |
| | Total Average Qualified Non-Paid Circulation | | 5,858 |

| | | | |
|-----------|---|--|--------------|
| 1C | AVERAGE NON-QUALIFIED CIRCULATION | | |
| | Non-Continuous Market Coverage Copies | | |
| | Allocated For Shows & Conventions | | 144 |
| | Miscellaneous, Including Staff Copies, See Par. 11(b) | | 1,059 |
| | Total Average Non-Qualified Circulation | | 1,203 |

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

| 2011 Issue | Total | Paid | Qualified Non-Paid | Qualified Non-Paid Removed | Qualified Non-Paid Added | 2011 Issue | Total | Paid | Qualified Non-Paid | Qualified Non-Paid Removed | Qualified Non-Paid Added |
|------------|--------|--------|--------------------|----------------------------|--------------------------|------------|--------|--------|--------------------|----------------------------|--------------------------|
| Jan. 14 | 15,976 | 8,464 | 7,512 | 1 | 69 | Apr. 15 | 16,004 | 11,135 | 4,869 | 74 | 162 |
| 28 | 15,982 | 8,492 | 7,490 | 22 | | 29 | 15,970 | 11,041 | 4,929 | 33 | 93 |
| Feb. 11 | 15,994 | 8,498 | 7,496 | 2 | 8 | May 13 | 15,976 | 10,974 | 5,002 | 26 | 99 |
| 25 | 15,998 | 11,127 | 4,871 | 2,625 | | 27 | 15,964 | 10,929 | 5,035 | 2 | 35 |
| Mar. 11 | 15,985 | 11,188 | 4,797 | 74 | | June 10 | 15,904 | 9,170 | 6,734 | | 1,699 |
| 25 | 16,000 | 11,219 | 4,781 | 16 | | 24 | 15,988 | 9,206 | 6,782 | 78 | 126 |
| | | | | | | | | | Total | 2,953 | 2,291 |



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 27, 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 8.0% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 16.3% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | Total | % | Paid | Qualified Non-Paid | *Unit Analysis | | | | | | | |
|--|---------------|--------------|---------------|--------------------|----------------|-------------|---------------|-------------|-----------------------|------------|---------------|--------------|
| | | | | | Rec. 1 Copy | % | Rec. 2 Copies | % | Rec. 3 or more Copies | % | Total Units | % |
| Pool Builders (Concrete/Gunite, Prefabricated/Vinyl Liner, or Aboveground); Spa/Hot Tub Dealers; Retailers; Service Firms; Distributors and Wholesalers; Manufacturers and Manufacturers Representatives; Subcontractors'..... | 14,369 | 90.0 | 9,334 | 5,035 | 9,610 | 77.4 | 1,109 | 8.9 | 638 | 5.2 | 11,357 | 91.5 |
| Importers/Exporters; Architects/Engineers/Consultants; Government Officials; Operators of Clubs/Resorts; Parks and Recreation Personnel; Universities and Schools and Others Allied to the Field | 1,442 | 9.0 | 1,442 | | 730 | 5.9 | 141 | 1.1 | 66 | 0.5 | 937 | 7.5 |
| Other Paid Circulation | | | | | | | | | | | | |
| Subscriptions | 153 | 1.0 | 153 | | 121 | 1.0 | 2 | 0.0 | | | 123 | 1.0 |
| Single Copy Sales | | | | | | | | | | | | |
| Total Qualified Circulation | 15,964 | 100.0 | 10,929 | 5,035 | 10,461 | 84.3 | 1,252 | 10.0 | 704 | 5.7 | 12,417 | 100.0 |

*Definition Of A Unit - A unit is any business establishment at one physical location.

3B

AGE OF SOURCE DATA ANALYSIS

| Source | Qualified Within | | | Total | % |
|---|------------------|---------|---------|---------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| Qualified Non-Paid Circulation: | | | | | |
| Total Direct request from recipient: | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and E-mail | | | | | |
| Total Direct request from recipient's company: | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and E-mail | | | | | |
| Total Communication other than request: | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and E-mail | | | | | |
| Association | | | | | |
| Business Directories | | | | | |
| Lists, See Par. 11(c) | 5,035 | | | 5,035 | 100.0 |
| Acquired Circulation | | | | | |
| Other Sources | | | | | |
| Total Qualified Non-Paid Circulation | 5,035 | | | 5,035 | 100.0 |
| Percent | 100.0 | | | 100.0 | |
| Paid Subscription Circulation, See Par. 11(d) | | | | 10,929 | |
| Paid Acquired Circulation | | | | | |
| Single Copy Sales | | | | | |
| Total Qualified Circulation | | | | 15,964 | |

3C

MAILING ADDRESS ANALYSIS

| | Total | % | Paid | Qualified Non-Paid |
|---|---------------|--------------|---------------|--------------------|
| Individual by name and title and/or occupation | 15,499 | 97.1 | 10,464 | 5,035 |
| Individual by name only | 390 | 2.4 | 390 | |
| Title or occupation only | 75 | 0.5 | 75 | |
| Company name only | | | | |
| Sponsored Individually Addressed | | | | |
| Total Qualified Paid Subscription & Non-Paid Circulation | 15,964 | 100.0 | 10,929 | 5,035 |
| Single Copy Sales | | | | |
| Total Qualified Circulation | 15,964 | | | |

4

GEOGRAPHIC ANALYSIS

| State & ZIP Code | Total | % | Paid | Qualified Non-Paid |
|------------------------|--------------|-------------|--------------|--------------------|
| New England | | | | |
| ME 039-049..... | 47 | | 30 | 17 |
| NH 030-038..... | 58 | | 41 | 17 |
| VT 050-059..... | 28 | | 19 | 9 |
| MA 010-027..... | 224 | | 152 | 72 |
| RI 028-029..... | 47 | | 36 | 11 |
| CT 060-069..... | 220 | | 130 | 90 |
| New England | 624 | 3.9 | 408 | 216 |
| Middle Atlantic | | | | |
| NY 100-149..... | 649 | | 403 | 246 |
| NJ 070-089..... | 410 | | 261 | 149 |
| PA 150-196..... | 474 | | 296 | 178 |
| Middle Atlantic | 1,533 | 9.6 | 960 | 573 |
| East N. Central | | | | |
| OH 430-459..... | 402 | | 291 | 111 |
| IN 460-479..... | 380 | | 284 | 96 |
| IL 600-629..... | 384 | | 292 | 92 |
| MI 480-499..... | 348 | | 232 | 116 |
| WI 530-549..... | 159 | | 116 | 43 |
| East N. Central | 1,673 | 10.5 | 1,215 | 458 |
| West N. Central | | | | |
| MN 550-567..... | 132 | | 102 | 30 |
| IA 500-528..... | 101 | | 77 | 24 |
| MO 630-658..... | 205 | | 142 | 63 |
| ND 580-588..... | 28 | | 20 | 8 |
| SD 570-577..... | 21 | | 19 | 2 |
| NE 680-693..... | 59 | | 42 | 17 |
| KS 660-679..... | 152 | | 125 | 27 |
| West N. Central | 698 | 4.4 | 527 | 171 |
| South Atlantic | | | | |
| DE 197-199..... | 37 | | 27 | 10 |
| MD 206-219..... | 181 | | 116 | 65 |
| DC 200, 202-205..... | 6 | | 5 | 1 |
| VA 201, 220-246..... | 255 | | 149 | 106 |
| WV 247-268..... | 39 | | 18 | 21 |
| NC 270-289..... | 374 | | 227 | 147 |
| SC 290-299..... | 182 | | 104 | 78 |
| GA 300-319..... | 452 | | 273 | 179 |
| FL 320-349..... | 1,639 | | 721 | 918 |
| South Atlantic | 3,165 | 19.8 | 1,640 | 1,525 |
| East S. Central | | | | |
| KY 400-427..... | 144 | | 90 | 54 |
| TN 370-385..... | 266 | | 170 | 96 |
| AL 350-369..... | 173 | | 88 | 85 |
| MS 386-397..... | 86 | | 39 | 47 |
| East S. Central | 669 | 4.2 | 387 | 282 |

| State & ZIP Code | Total | % | Paid | Qualified Non-Paid |
|---|---------------|--------------|---------------|--------------------|
| West S. Central | | | | |
| AR 716-729..... | 108 | | 71 | 37 |
| LA 700-714..... | 199 | | 122 | 77 |
| OK 730-749..... | 204 | | 147 | 57 |
| TX 750-799..... | 1,522 | | 979 | 543 |
| West S. Central | 2,033 | 12.7 | 1,319 | 714 |
| Mountain | | | | |
| MT 590-599..... | 35 | | 27 | 8 |
| ID 832-838..... | 100 | | 89 | 11 |
| WY 820-831..... | 10 | | 7 | 3 |
| CO 800-816..... | 181 | | 143 | 38 |
| NM 870-884..... | 80 | | 63 | 17 |
| AZ 850-865..... | 657 | | 502 | 155 |
| UT 840-847..... | 169 | | 142 | 27 |
| NV 889-898..... | 409 | | 347 | 62 |
| Mountain | 1,641 | 10.3 | 1,320 | 321 |
| Pacific | | | | |
| AK 995-999..... | 7 | | 7 | |
| WA 980-994..... | 222 | | 176 | 46 |
| OR 970-979..... | 159 | | 122 | 37 |
| CA 900-961..... | 2,778 | | 2,104 | 674 |
| HI 967-968..... | 95 | | 78 | 17 |
| Pacific | 3,261 | 20.4 | 2,487 | 774 |
| Single Copy Sales..... | | | | |
| U.S. Unclassified..... | | | | |
| United States | 15,297 | 95.8 | 10,263 | 5,034 |
| Poss. & Other Areas | | | | |
| 004-009, 969..... | 36 | 0.2 | 35 | 1 |
| U.S. & Poss., etc. | 15,333 | 96.0 | 10,298 | 5,035 |
| Canada..... | | | | |
| Mexico..... | 481 | 3.0 | 481 | |
| Military or Civilian Personnel Overseas.... | 29 | 0.2 | 29 | |
| Other International..... | 121 | 0.8 | 121 | |
| Total International | 631 | 4.0 | 631 | |
| E-Mail Address Only..... | | | | |
| Other Unclassified..... | | | | |
| Grand Total | 15,964 | 100.0 | 10,929 | 5,035 |

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2011

5

PRICE DATA See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$19.97; 2 yrs. \$29.97; 3 yrs. \$39.97. Canada and International, 1 yr. \$45.00; 2 yrs. \$68.00
 Single Copy: \$10.00
 Sales include Premium Values
 Basic & higher than basic: 1,154
 75% - 99% of basic: 81
 50% - 74% of basic: None
 25% - 49% of basic: 8
 Less than 25% of basic: 11
Total **1,254**

6

TERM DATA

Three years or more 301
 Two years or more but less than three 227
 One year or more but less than two 709
 Less than one year 17
Total **1,254**

7

SALES CHANNELS

Ordered by mail and/or directly requested by subscriber. 1,250
 Ordered through salespeople:
 Catalog agencies and individual agents. 4
 Publisher's own and other publishers' salespeople None
 Independent agencies' salespeople None
 Association memberships. None
 All other channels. None
Total **1,254**

8

PREMIUM USAGE

Ordered without premium. 1,254
 Ordered with reprinted material from this publication. None
 Ordered with other premiums. None
Total **1,254**

| | | |
|-----------|---|----------|
| 06-1050-0 | Analyzed Issue Date | 05/27/11 |
| | Analyzed Issue Text (for double month issue date) | |
| | Single Copy Price | 10.00 |
| | Association Subscription Price | |
| | U.S. Subscription Price | 19.97 |
| | Canadian Subscription Price | 45.00 |
| | International Subscription Price | 45.00 |