

March 2013 BoardRoom Magazine Reader Survey

Since 2000 and for twelve consecutive years, the *BoardRoom Magazine* has been recognized as the “Best Publication in Private Club Industry, in which 97.75% of the respondents i.e. General Managers, Board Members and COO’s said they read the publication regularly. In fact, 83.05% of the decision makers who read the magazine said they keep the magazine for future reference with the average pass-along rate of seven additional readers within the club.

The most recent survey conducted March 2013 was sent to 1,408 private club decision makers across the nation, and overwhelmingly 89.59% said The *BoardRoom Magazine* was the “Best Publication” with *Club Management* coming in second at 10.16% and *Club & Business Resort* coming in third at 6.25%.

The *BoardRoom Magazine* editorial staff has worked together since the inception nearly 17 years ago and they continue to provide a high-quality publication that gets read by the key decision makers. The topics covered help the board to make purchasing decisions as across a variety of topics which are both relevant and timely.

Third-Party Validation

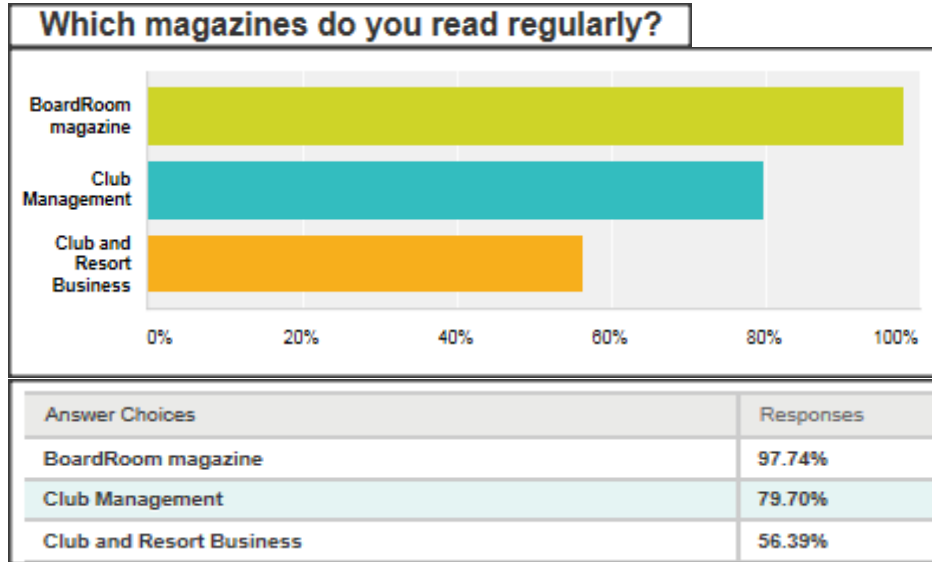
According to SIGNET Readership Research, a leading provider of Ad Measurement, Editorial Readership and Audience Profile Studies, “Amongst data gathered are time-spent with the publication, pass along as well degree of readership, interest and engagement with the content. For a Business-to-Business (B2B) publication, emphasis is placed on involvement in the decision making and purchasing selection process, while for a Business-to-Consumer (B2C) publication, lifestyle, degree of involvement in special interest and overall buying power are stressed.”

At the end of the day, readership surveys are intended as door openers for the publisher’s sales team and are specifically designed to help boost ad sales for a specific print or digital issue, website, or e-newsletter. By joining quantitative ad feedback along with extensive verbatim comments, they give added value to advertisers.

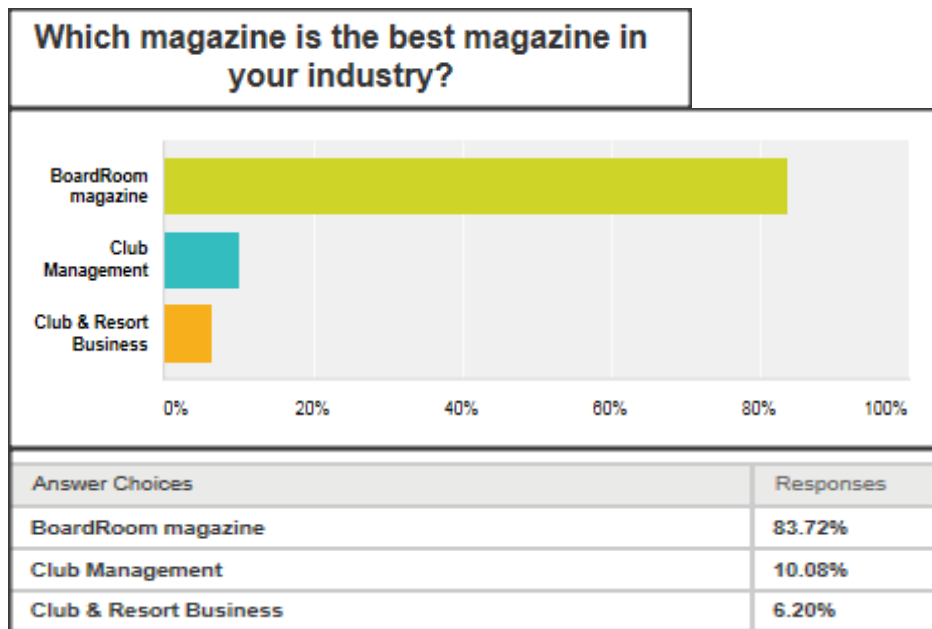
So when it comes to reaching the private club decision makers, the BoardRoom Magazine is the clear winner as the only publication of its kind that is designed to educate the board of directors, owners, general managers and department heads of private golf, city, yacht, tennis and country clubs about issues concerning all aspects of the club, golf course management and operations.

Survey Results

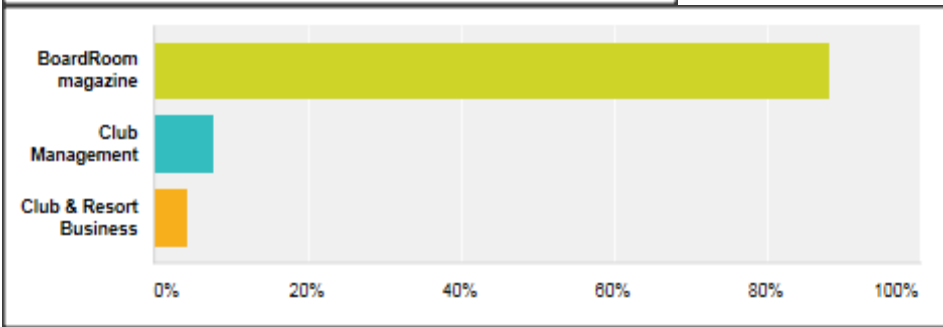
When asked, “which magazines do you read regularly”, 97.73% of the decision makers said the *BoardRoom Magazine* which is nearly 18% higher than *Club Management* and nearly 40% higher than *Club and Resort Business*.



When asked which magazine is the best in the industry, nearly 84% said the *BoardRoom Magazine*, but more importantly 88% of the readers are decision makers i.e. *General Managers, COO's, Board Member, Committees and decision makers*.



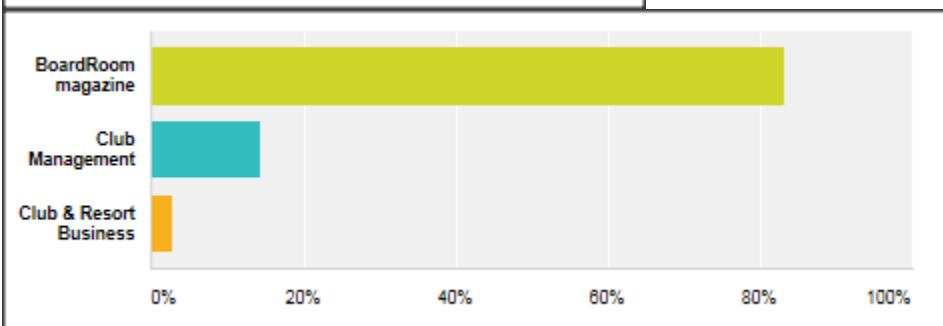
Which magazine is read by the general manager, the board, the committees and the decision makers?



Answer Choices	Responses
BoardRoom magazine	88.03%
Club Management	7.69%
Club & Resort Business	4.27%

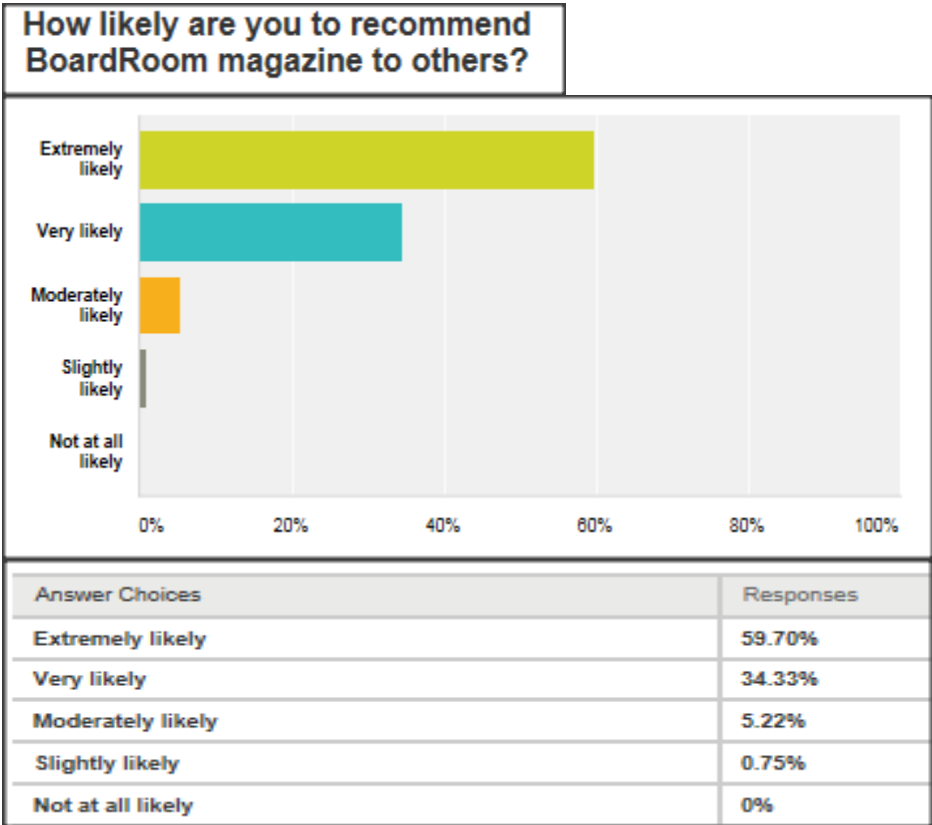
When it comes to making decisions, private clubs don't typically act quickly but when they decide to act, they look to the *BoardRoom Magazine* as a resource. In fact, nearly 84% of decision makers surveyed said they keep the *BoardRoom Magazine* for future reference, compared to *Club Management* and *Club & Resort Business* with less than 17% combined.

Which magazine do you keep for future reference?



Answer Choices	Responses
BoardRoom magazine	83.19%
Club Management	14.29%
Club & Resort Business	2.52%

A referral is the greatest compliment and we are proud to know our customers are proud to refer the publication to their peers and associates. In fact, 93.99% of the *BoardRoom Magazine* readers are either very likely or extremely likely to recommend the *Boardroom Magazine* to others.



Conclusion

The BoardRoom Magazine has been delivering relevant and timely editorial content to decision makers of private clubs since 1997 and we have thousands of testimonials from board members, general managers and key department heads to prove it.

So whether you are introducing a new product, are looking for brand recognition or are interested in generating quality leads, The BoardRoom Magazine is the best choice to reach the Private Club Industry. We understand how difficult and time-consuming it can be to get the attention of the decision makers and we have created a publication reaches your target audience.

The BoardRoom Magazine is delivered to nearly every private club throughout the country six times per year. We understand you have other print media options but there is only one magazine that was designed to reach the decision makers.

Should you have any questions pertaining to this survey or would like more information about the BoardRoom Magazine, please contact us at (949) 376-8889. For advertising, contact dee.kaplan@gmail.com.