



For the six months ended December 31, 2009

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Field Served: Information of specific and general interest to members of private city, country and athletic clubs.

Published by ClubCorp Publications, Inc.

Frequency: 4 times/year

ABC Member # 04-0919-0

Private Clubs

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	155,807	81.2			
#Verified	35,987	18.8			
Total Paid & Verified Subscriptions	191,794	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	191,794	100.0	200,000	-8,206	-4.1

#Includes copies with paid distribution, See Par. 9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$5.00		
Average Subscription Price Annualized	\$15.00		
Average Subscription Price per Copy			

(1) For the Statement period
(2) See Par. 9.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Summer	156,158	30,795	186,953		186,953
Fall	155,456	41,179	196,635		196,635

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	197,653	100.0	172,664	85.0	178,975	86.0	169,011	84.8	159,050	83.0
Verified	N/A		30,351	15.0	29,042	14.0	30,249	15.2	32,593	17.0
Total Paid & Verified Subscriptions	197,653	100.0	203,015	100.0	208,017	100.0	199,260	100.0	191,643	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	197,653	100.0	203,015	100.0	208,016	100.0	199,260	100.0	191,642	100.0
Year Over Year Percent of Change		-1.8		2.7		2.5		-4.2		-3.8
Avg. Annualized Subscription Price	\$15.00		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	93	0.0
Club/Membership:		
Deductible*	6,320	3.3
Non-Deductible	134,739	70.3
Sponsored Sales	14,655	7.6
TOTAL PAID SUBSCRIPTIONS	155,807	81.2
VERIFIED SUBSCRIPTIONS		
#Public Place (See Par. 6A)	30,645	16.0
#Individual Use (See Par. 6B)	5,342	2.8
TOTAL VERIFIED SUBSCRIPTIONS	35,987	18.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	191,794	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	191,794	100.0

*Included in Average Price calculation

#Includes copies with paid distribution, See Par. 9

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Business/Professional Services	Other	Total Public Place Copies
Public Place	30,645		30,645

#Includes copies with paid distribution, See Par. 9

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Charitable Donors	Other	Total Individual Use Copies
Individual Use	5,342		5,342

#Includes copies with paid distribution, See Par. 9

7. GEOGRAPHIC DATA for the Fall 2009 issue

Total paid & verified circulation of this issue was 2.5% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	3,278	405	3,683		3,683
Arizona	3,744	452	4,196		4,196
Arkansas	523	102	625		625
California	19,948	10,700	30,648		30,648
Colorado	590	251	841		841
Connecticut	260	18	278		278
Delaware	57	19	76		76
District of Columbia	585	327	912		912
Florida	14,508	2,153	16,661		16,661
Georgia	5,769	1,668	7,437		7,437
Idaho	35	3	38		38
Illinois	4,160	3,301	7,461		7,461
Indiana	1,742	350	2,092		2,092
Iowa	228	36	264		264
Kansas	704	220	924		924
Kentucky	551	29	580		580
Louisiana	2,186	241	2,427		2,427
Maine	47	1	48		48
Maryland	765	57	822		822
Massachusetts	3,632	368	4,000		4,000
Michigan	2,811	366	3,177		3,177
Minnesota	201	6	207		207
Mississippi	675	233	908		908
Missouri	241	12	253		253
Montana	34	3	37		37
Nebraska	44	1	45		45
Nevada	1,227	430	1,657		1,657
New Hampshire	108	9	117		117
New Jersey	841	61	902		902
New Mexico	44	6	50		50
New York	1,916	274	2,190		2,190
North Carolina	5,514	916	6,430		6,430
North Dakota	14		14		14

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	5,944	957	6,901		6,901
Oklahoma	1,650	160	1,810		1,810
Oregon	215	14	229		229
Pennsylvania	4,578	1,170	5,748		5,748
Rhode Island	65	3	68		68
South Carolina	5,688	855	6,543		6,543
South Dakota	67	5	72		72
Tennessee	3,237	638	3,875		3,875
Texas	47,035	8,947	55,982		55,982
Utah	59	2	61		61
Vermont	18	1	19		19
Virginia	6,597	3,498	10,095		10,095
Washington	1,638	613	2,251		2,251
West Virginia	62	14	76		76
Wisconsin	156	407	563		563
Wyoming	16	3	19		19
TOTAL 48 CONTER-MINOUS STATES	154,007	40,305	194,312		194,312
Alaska	41	3	44		44
Hawaii	996	157	1,153		1,153
TOTAL ALASKA & HAWAII	1,037	160	1,197		1,197
U.S. Unclassified					
TOTAL UNITED STATES	155,044	40,465	195,509		195,509
Poss. & Other Areas	7	1	8		8
U.S. & POSS., etc.	155,051	40,466	195,517		195,517
Canada	392	515	907		907
International		198	198		198
Other Unclassified					
Military or Civilian					
Personnel Overseas	13		13		13
GRAND TOTAL	155,456	41,179	196,635		196,635

ANALYSIS BY ABCD COUNTY SIZE for the Fall 2009 issue

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2009

A. DURATION		%
(a) One to six months (1 to 2 issues)	14,251	99.7
(b) Seven to eleven months (3 issues)	None	
(c) Twelve months (4 issues)	47	0.3
(d) Thirteen to twenty-four months	None	
(e) Twenty-five months and more	None	
Total Subscriptions Sold in Period	14,298	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	14,298	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	14,298	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	47	0.3
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Subscriptions as part of membership in an organization, See Par. 9	14,251	99.7
Total Subscriptions Sold in Period	14,298	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$24.00. International, 1 yr. \$45.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 5,747 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,934 or 1.2% of average paid subscription circulation.

(d) Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.

(e) PRIVATE CLUBS subscribers are members of a network of approximately 200 private city, country, and athletic clubs, known as the ASSOCIATE CLUBS. Each club is an independent entity with its own dues structure ranging from \$10.00 to \$725.00 per month. Member benefits include access to club dining rooms, private meeting rooms, fitness centers, tennis centers, swimming pools and golf courses, based on club type. They also have use of other clubs in the network when traveling. \$15.00 is elected by member for a 1 yr. subscription to PRIVATE CLUBS.

(f) Club Membership Subscription Sales (Deductible): An average of 6,320 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of CLUBCORP OWNED/MANAGED ASSOCIATE CLUBS. \$15.00 of the club membership fee is allocated for a 1 yr. subscription to this publication.

(g) Club/Membership Subscription Sales (Non-Deductible): The average of 134,739 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of CLUBCORP OWNED/MANAGED ASSOCIATE CLUBS. \$15.00 of the club membership fee is allocated for a 1 yr. subscription to this publication and is non-deductible from the club membership dues.

(h) Sponsored Subscription Sales: The average of 14,655 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Included in Verified are the following copies with paid distribution as follows:

Category	Average Copies	Minimum Purchase Price
Business/Professional Services	30,645	\$5.00 for 4 issues
Club Members	5,342	\$15.00 for 4 issues

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-09	(a)	195,477	195,477		
06-30-08	(b)	204,839	204,839		
06-30-07	200,000	205,434	205,434		
06-30-06	200,000	199,945	199,945		
06-30-05	200,000	199,319	199,319		

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/09 changed from 205,000 to 200,000

(b) Effective 12/31/07 changed from 200,000 to 205,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: ClubCorp Publications, Inc.

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DON NICHOLS

Editor-In-Chief

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