

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2017



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,107
Spa Retailer	5,724
Pool Builder	5,620
Technicians	3,743
Other /Business Not Provided	2,923
Unique Subscribers*	14,184

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	7,464	52.62%
General Manager/Manager/Assistant Manager	2,171	15.31%
Sales Director/Sales Manager/Sales Representative	932	6.57%
Vice President	605	4.27%
Designer/Engineer	210	1.48%
Treasurer/Controller	177	1.25%
Buyer	119	0.84%
Other/Title Not Provided	2,506	17.67%
Total	14,184	100.0%





Subscribers by Location

Location	Total	Percent
Alabama	135	0.95%
Alaska	4	0.03%
Arizona	441	3.11%
Arkansas	75	0.53%
California	1823	12.85%
Colorado	158	1.11%
Connecticut	206	1.45%
Delaware	35	0.25%
District of Columbia	3	0.02%
Florida	1447	10.20%
Georgia	426	3.00%
Hawaii	39	0.27%
Idaho	48	0.34%
Illinois	355	2.50%
Indiana	245	1.73%
Iowa	56	0.39%
Kansas	112	0.79%
Kentucky	131	0.92%
Louisiana	158	1.11%

Location	Total	Percent
Maine	47	0.33%
Maryland	225	1.59%
Massachusetts	210	1.48%
Michigan	269	1.90%
Minnesota	121	0.85%
Mississippi	64	0.45%
Missouri	211	1.49%
Montana	37	0.26%
Nebraska	55	0.39%
Nevada	143	1.01%
New Hampshire	71	0.50%
New Jersey	535	3.77%
New Mexico	45	0.32%
New York	665	4.69%
North Carolina	323	2.28%
North Dakota	14	0.10%
Ohio	296	2.09%
Oklahoma	149	1.05%
Oregon	116	0.82%

Location	Total	Percent
Pennsylvania	507	3.57%
Rhode Island	36	0.25%
South Carolina	203	1.43%
South Dakota	19	0.13%
Tennessee	252	1.78%
Texas	1209	8.52%
Utah	83	0.59%
Vermont	22	0.16%
Virginia	275	1.94%
Washington	168	1.18%
West Virginia	32	0.23%
Wisconsin	172	1.21%
Wyoming	10	0.07%
US Territories	19	0.13%
Location Not Provided	1,121	7.90%
International (Non Canada)	121	0.85%
United States	12500	88.13%
Canada	442	3.12%
Total	14,184	100.0%



			
AQUA MAGAZINE	DIGITAL SOLUTIONS	CUSTOM E-MAIL	SOCIAL MEDIA
15,000 READERS	500,000+ ANNUAL VISITORS	26% AVERAGE OPEN RATE	11,000+ FOLLOWERS

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*Exact numbers may fluctuate as subscriber list grows over time.