

E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2017



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,371
Spa Retailer	5,928
Pool Builder	5,822
Technicians	3,889
Other /Business Not Provided	3,708
Unique Subscribers*	15,392

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	7,967	51.76%
General Manager/Manager/Assistant Manager	2,334	15.16%
Sales Director/Sales Manager/Sales Representative	996	6.47%
Vice President	648	4.21%
Designer/Engineer	230	1.49%
Treasurer/Controller	192	1.25%
Buyer	124	0.81%
Other/Title Not Provided	2,901	18.85%
Total	15,392	100.0%

Subscribers by Location

Location	Total	Percent
Alabama	145	0.94%
Alaska	9	0.06%
Arizona	481	3.13%
Arkansas	75	0.49%
California	2,005	13.03%
Colorado	162	1.05%
Connecticut	225	1.46%
Delaware	40	0.26%
District of Columbia	6	0.04%
Florida	1,603	10.41%
Georgia	451	2.93%
Hawaii	38	0.25%
Idaho	47	0.31%
Illinois	365	2.37%
Indiana	240	1.56%
Iowa	68	0.44%
Kansas	129	0.84%
Kentucky	131	0.85%
Louisiana	141	0.92%

Location	Total	Percent
Maine	56	0.36%
Maryland	257	1.67%
Massachusetts	240	1.56%
Michigan	321	2.09%
Minnesota	155	1.01%
Mississippi	84	0.55%
Missouri	238	1.55%
Montana	44	0.29%
Nebraska	66	0.43%
Nevada	163	1.06%
New Hampshire	83	0.54%
New Jersey	649	4.22%
New Mexico	48	0.31%
New York	800	5.20%
North Carolina	406	2.64%
North Dakota	23	0.15%
Ohio	345	2.24%
Oklahoma	169	1.10%
Oregon	145	0.94%

Location	Total	Percent
Pennsylvania	610	3.96%
Rhode Island	45	0.29%
South Carolina	241	1.57%
South Dakota	25	0.16%
Tennessee	297	1.93%
Texas	1,451	9.43%
Utah	91	0.59%
Vermont	26	0.17%
Virginia	348	2.26%
Washington	200	1.30%
West Virginia	39	0.25%
Wisconsin	205	1.33%
Wyoming	13	0.08%
US Territories	26	0.17%
Location Not Provided	455	2.96%
International (Non Canada)	137	0.89%
United States	14,270	92.71%
Canada	530	3.44%
Total	15,392	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.