

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2017



Learn more at [info.aquamagazine.com](http://info.aquamagazine.com)

## Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,810
Spa Retailer	6,441
Pool Builder	5,914
Technicians	4,238
Other/Title Not Provided	2,531
<b>Unique Subscribers*</b>	<b>15,000</b>

Job Title	Total	Percent
Owner/President/CEO	9,336	62.24%
General Manager/Manager/Assistant Manager	2,692	17.95%
Sales Director/Sales Manager/Sales Representative	985	6.57%
Vice President	710	4.73%
Designer/Engineer	193	1.29%
Treasurer/Controller	112	0.75%
Buyer	110	0.73%
Other/Title Not Provided	862	5.75%
<b>Total</b>	<b>15,000</b>	<b>100.0%</b>

\*Unique subscribers removes overlap of multiple business types.




## Subscribers by Location

Location	Total	Percent
Alabama	194	1.29%
Alaska	3	0.02%
Arizona	450	3.00%
Arkansas	92	0.61%
California	1,951	13.01%
Colorado	165	1.10%
Connecticut	272	1.81%
Delaware	42	0.28%
District of Columbia	6	0.04%
Florida	1,682	11.21%
Georgia	464	3.09%
Hawaii	29	0.19%
Idaho	64	0.43%
Illinois	350	2.33%
Indiana	274	1.83%
Iowa	87	0.58%
Kansas	122	0.81%
Kentucky	175	1.17%
Louisiana	155	1.03%

Location	Total	Percent
Maine	50	0.33%
Maryland	273	1.82%
Massachusetts	264	1.76%
Michigan	318	2.12%
Minnesota	176	1.17%
Mississippi	92	0.61%
Missouri	244	1.63%
Montana	29	0.19%
Nebraska	58	0.39%
Nevada	148	0.99%
New Hampshire	83	0.55%
New Jersey	574	3.83%
New Mexico	52	0.35%
New York	811	5.41%
North Carolina	414	2.76%
North Dakota	19	0.13%
Ohio	386	2.57%
Oklahoma	176	1.17%
Oregon	116	0.77%

Location	Total	Percent
Pennsylvania	617	4.11%
Rhode Island	46	0.31%
South Carolina	211	1.41%
South Dakota	24	0.16%
Tennessee	288	1.92%
Texas	1,444	9.63%
Utah	87	0.58%
Vermont	35	0.23%
Virginia	348	2.32%
Washington	205	1.37%
West Virginia	42	0.28%
Wisconsin	185	1.23%
Wyoming	8	0.05%
US Territories	11	0.07%
International (Non Canada)	56	0.37%
<b>United States</b>	<b>14,411</b>	<b>96.07%</b>
<b>Canada</b>	<b>533</b>	<b>3.55%</b>
<b>Total</b>	<b>15,000</b>	<b>100.00%</b>



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

## Your Media Advisors

**STAN CHAMBERS**  
West Coast Sales | P: 949.253.8725  
E: stan@aquamagazine.com



**JARED FISH**  
East Coast Sales | P: 608.729.4220  
E: jared@aquamagazine.com



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