

Field Served:

AQUA serves spa retailers, swimming pool retailers and/or builders, swimming pool and spa retailers/builders, swimming pool & spa supply retailers, maintenance/service businesses, distributors/wholesalers, casual furniture and/or patio retailers, landscape architects/designers, solar/sauna retailers, manufacturers and their representatives and others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 15,000



1A AVERAGE QUALIFIED PAID CIRCULATION

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	11,415	
Association, See Par. 11(a)	3,585	
Total Average Qualified Nonpaid Circulation		15,000

1C AVERAGE NONQUALIFIED CIRCULATION

Noncontinuous Market Coverage Copies	58
Allocated For Shows & Conventions	215
Miscellaneous, Including Staff Copies, See Par. 11(b)	788
Total Average Nonqualified Circulation	1,061

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Jul	15,000		15,000
Aug	15,000		15,000
Sep	15,000		15,000
Oct	15,000		15,000
Nov	15,000		15,000
Dec	15,000		15,000

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Qualified Nonpaid	Total Qualified Nonpaid Individual	Total Qualified Nonpaid Assn.	Owners/ Presidents/ CEO's	Vice Presidents, General Managers, Assistant Managers	Buyers	Treasurers, Controllers	Sales Directors, Sales Managers/ Sales Representatives	Designers/ Engineers	Other Titled and Nontitled Personnel
Spa Retailers only.....	417	416	1	295	81	1	5	35		
Swimming Pool and Spa Retailers/Builders	4,220	3,036	1,184	2,663	957	23	33	208	49	287
Swimming Pool Retailers and/or Builders	1,802	1,666	136	1,316	337	5	16	76	22	30
Swimming Pool and Spa Supply Retailers.....	1,920	1,583	337	1,066	603	10	14	91	5	131
Maintenance/Service.....	4,216	3,170	1,046	3,112	585	15	22	52	22	408
Casual Furniture/Patio Retailers, Landscape/ Architects/Designers.....	526	357	169	298	77	6	5	31	40	69
Distributors/Wholesalers.....	840	555	285	200	425	30	3	131	2	49
Solar/Sauna Retailers	33	29	4	25	4				1	3
Manufacturer and their Representatives.....	983	685	298	297	247	6	7	281	16	129
Others Allied to the Field.....	43	6	37	6	5	1		1	1	29
Other Paid Circulation										
Subscriptions.....										
Single Copy Sales										
Total Qualified Circulation.....	15,000	11,503	3,497	9,278	3,321	97	105	906	158	1,135

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	8,302	1,922	1,108	11,332	75.5
Written.....	722	444	14	1,180	7.8
Telecommunication	4,339	1,037	1,043	6,419	42.8
Internet and E-mail.....	3,241	441	51	3,733	24.9
Total Direct request from recipient's company:	179	73		252	1.7
Written	1	1		2	
Telecommunication					
Internet and E-mail.....	178	72		250	1.7
Total Communication other than request:					
Written.....					
Telecommunication					
Internet and E-mail.....					
Association, See Par. 11(a).....	3,416			3,416	22.8
Business Directories.....					
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Nonpaid Circulation	11,897	1,995	1,108	15,000	100.0
Percent	79.3	13.3	7.4	100.0	
Paid Subscription Circulation					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				15,000	

The figures used in Par. 3B are based on percentages established for the May 2016 issue and these percentages are projected against the totals for the November 2016 issue.

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%
Individual by name and title and/or occupation	13,884	92.6
Individual by name only	840	5.6
Title or occupation only	4	0.0
Company name only	272	1.8
Multi-Copy Same Addressee		
Total Qualified Paid Subscription & Nonpaid Circulation	15,000	100.0
Single Copy Sales		
Total Qualified Circulation	15,000	

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid
Alabama	192
Arizona	465
Arkansas	94
California	1,840
Colorado	166
Connecticut	265
Delaware	45
District of Columbia	4
Florida	1,711
Georgia	466
Idaho	61
Illinois	352
Indiana	280
Iowa	86
Kansas	121
Kentucky	178
Louisiana	170
Maine	54
Maryland	269
Massachusetts	261
Michigan	331
Minnesota	173
Mississippi	90
Missouri	248
Montana	30
Nebraska	58
Nevada	150
New Hampshire	85
New Jersey	570
New Mexico	50
New York	824
North Carolina	422
North Dakota	16
Ohio	371
Oklahoma	177

State	Qualified Nonpaid
Oregon	122
Pennsylvania	621
Rhode Island	47
South Carolina	213
South Dakota	23
Tennessee	288
Texas	1,479
Utah	85
Vermont	38
Virginia	349
Washington	200
West Virginia	45
Wisconsin	189
Wyoming	8
TOTAL 48 CONTERMINOUS STATES	14,382
Alaska	4
Hawaii	26
TOTAL ALASKA & HAWAII	30
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,412
Poss. & Other Areas	13
U.S. & POSS., etc.	14,425
Canada	537
International	38
Military or Civilian Personnel	
Overseas	
Other International	
TOTAL INTERNATIONAL	575
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	15,000

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2016

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**
Reporting not required

11 **EXPLANATORY**

Audit Cycle: December Ending.

(a) Nonpaid Association Subscriptions, averaging 3,585 copies per issue, represent copies served to members of the Association of Pool & Spa Professionals. Receipt of publication is a stated condition of membership.

(b) Miscellaneous includes checking and promotion copies, averaging 369 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are owners, presidents, CEOs, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sales directors and managers, sales representative, designers, engineers, and other titles and nontitled personnel.

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