



AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2025

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total
Retail	5,257
Build	6,821
Service	6,194
Other	3,555
Unique Subscribers*	19,446

Job Title	Total	Percent
Owner/President/CEO/VP	9,879	50.80%
Manager	4,886	25.13%
Technician	770	3.96%
Other Industry Title	491	2.52%
Title Not Provided	3,420	17.59%
Unique Subscribers	19,446	100%

*Unique subscribers removes overlap of multiple business types.

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	158	0.81%
Alaska	12	0.06%
Arizona	479	2.46%
Arkansas	77	0.40%
California	1,666	8.57%
Colorado	156	0.80%
Connecticut	282	1.45%
Delaware	92	0.47%
District of Columbia	5	0.03%
Florida	1,416	7.28%
Georgia	466	2.40%
Hawaii	63	0.32%
Idaho	50	0.26%
Illinois	327	1.68%
Indiana	211	1.09%
Iowa	75	0.39%
Kansas	114	0.59%
Kentucky	130	0.67%
Louisiana	133	0.68%

Location	Total	Percent
Maine	52	0.27%
Maryland	377	1.94%
Massachusetts	294	1.51%
Michigan	251	1.29%
Minnesota	167	0.86%
Mississippi	63	0.32%
Missouri	212	1.09%
Montana	25	0.13%
Nebraska	57	0.29%
Nevada	160	0.82%
New Hampshire	77	0.40%
New Jersey	909	4.67%
New Mexico	33	0.17%
New York	1,119	5.75%
North Carolina	496	2.55%
North Dakota	19	0.10%
Ohio	361	1.86%
Oklahoma	154	0.79%
Oregon	101	0.52%

Location	Total	Percent
Pennsylvania	682	3.51%
Rhode Island	50	0.26%
South Carolina	268	1.38%
South Dakota	14	0.07%
Tennessee	294	1.51%
Texas	1,529	7.86%
Utah	98	0.50%
Vermont	32	0.16%
Virginia	383	1.97%
Washington	137	0.70%
West Virginia	28	0.14%
Wisconsin	195	1.00%
Wyoming	19	0.10%
US Territories	38	0.20%
Location Not Provided	3,864	19.87%
International (Non Canada)	280	1.44%
United States	14,606	75.11%
Canada	696	3.58%
Unique Subscribers	19,446	100%

QUESTIONS? CONTACT: SALES@AQUAMAGAZINE.COM

INFO.AQUAMAGAZINE.COM