



AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | JUNE 2025

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total
Retail	5,485
Build	6,368
Service	5,953
Other	5,662
Unique Subscribers*	19,512

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO/VP	9,434	47.01%
Manager	5,490	26.24%
Technician	725	4.03%
Other Industry Title	511	2.91%
Title Not Provided	3,352	19.82%
Unique Subscribers	19,512	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	170	0.87%
Alaska	12	0.06%
Arizona	516	2.64%
Arkansas	74	0.38%
California	1,774	9.09%
Colorado	161	0.83%
Connecticut	277	1.42%
Delaware	88	0.45%
District of Columbia	4	0.02%
Florida	1,488	7.63%
Georgia	477	2.44%
Hawaii	55	0.28%
Idaho	51	0.26%
Illinois	331	1.70%
Indiana	216	1.11%
Iowa	78	0.40%
Kansas	119	0.61%
Kentucky	132	0.68%
Louisiana	147	0.75%

Location	Total	Percent
Maine	57	0.29%
Maryland	376	1.93%
Massachusetts	292	1.50%
Michigan	252	1.29%
Minnesota	175	0.90%
Mississippi	66	0.34%
Missouri	235	1.20%
Montana	25	0.13%
Nebraska	59	0.30%
Nevada	174	0.89%
New Hampshire	79	0.40%
New Jersey	930	4.77%
New Mexico	38	0.19%
New York	1,131	5.80%
North Carolina	509	2.61%
North Dakota	19	0.10%
Ohio	371	1.90%
Oklahoma	148	0.76%
Oregon	104	0.53%

Location	Total	Percent
Pennsylvania	717	3.67%
Rhode Island	50	0.26%
South Carolina	271	1.39%
South Dakota	15	0.08%
Tennessee	289	1.48%
Texas	1,531	7.85%
Utah	101	0.52%
Vermont	33	0.17%
Virginia	411	2.11%
Washington	154	0.79%
West Virginia	28	0.14%
Wisconsin	214	1.10%
Wyoming	19	0.10%
US Territories	36	0.18%
Location Not Provided	3,421	17.53%
International (Non Canada)	324	1.66%
United States	15,079	77.28%
Canada	688	3.53%
Unique Subscribers	19,512	100%

QUESTIONS? CONTACT: SALES@AQUAMAGAZINE.COM

INFO.AQUAMAGAZINE.COM