



MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | JUNE 2025

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total
Retail	6,081
Build	6,223
Service	5,929
Other	1,432
Unique Subscribers*	15,000

Job Title	Total	Percent
Owner/President/CEO/VP	9,857	47.01%
Manager	4,625	26.24%
Technician	363	4.03%
Other	155	2.91%
Unique Subscribers	15,000	100%

*Unique subscribers removes overlap of multiple business types.

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	163	0.87%
Alaska	7	0.06%
Arizona	457	2.64%
Arkansas	79	0.38%
California	1,541	9.09%
Colorado	172	0.83%
Connecticut	279	1.42%
Delaware	66	0.45%
District of Columbia	4	0.02%
Florida	1,424	7.63%
Georgia	452	2.44%
Hawaii	49	0.28%
Idaho	54	0.26%
Illinois	342	1.70%
Indiana	222	1.11%
Iowa	81	0.40%
Kansas	122	0.61%
Kentucky	145	0.68%
Louisiana	108	0.75%

Location	Total	Percent
Maine	54	0.36%
Maryland	319	2.13%
Massachusetts	278	1.85%
Michigan	262	1.75%
Minnesota	149	0.99%
Mississippi	66	0.44%
Missouri	246	1.64%
Montana	31	0.21%
Nebraska	51	0.34%
Nevada	158	1.05%
New Hampshire	82	0.55%
New Jersey	801	5.34%
New Mexico	52	0.35%
New York	1,011	6.74%
North Carolina	461	3.07%
North Dakota	23	0.15%
Ohio	370	2.47%
Oklahoma	170	1.13%
Oregon	102	0.68%

Location	Total	Percent
Pennsylvania	666	4.44%
Rhode Island	44	0.29%
South Carolina	214	1.43%
South Dakota	17	0.11%
Tennessee	267	1.78%
Texas	1,552	10.35%
Utah	99	0.66%
Vermont	30	0.20%
Virginia	428	2.85%
Washington	175	1.17%
West Virginia	30	0.20%
Wisconsin	179	1.19%
Wyoming	21	0.14%
US Territories	18	0.12%
Location Not Provided	4	0.03%
International (Non Canada)	14,193	94.62%
United States	803	5.35%
Canada	688	3.53%
Unique Subscribers	15,000	100%

QUESTIONS? CONTACT: SALES@AQUAMAGAZINE.COM

INFO.AQUAMAGAZINE.COM