



CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2025

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total
Retail	6,413
Build	7,763
Service	6,949
Other	4,977
Unique Subscribers*	21,566

Job Title	Total	Percent
Owner/President/CEO/VP	11,324	52.51%
Manager	5,635	26.13%
Technician	860	3.99%
Other Industry Title	522	2.42%
Title Not Provided	3,225	14.95%
Unique Subscribers	21,566	100%

*Unique subscribers removes overlap of multiple business types.

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	181	0.84%
Alaska	12	0.06%
Arizona	530	2.46%
Arkansas	94	0.44%
California	1,929	8.94%
Colorado	178	0.83%
Connecticut	333	1.54%
Delaware	99	0.46%
District of Columbia	4	0.02%
Florida	1,667	7.73%
Georgia	534	2.48%
Hawaii	67	0.31%
Idaho	60	0.28%
Illinois	401	1.86%
Indiana	266	1.23%
Iowa	77	0.36%
Kansas	132	0.61%
Kentucky	160	0.74%
Louisiana	166	0.77%

Location	Total	Percent
Maine	50	0.23%
Maryland	393	1.82%
Massachusetts	326	1.51%
Michigan	315	1.46%
Minnesota	189	0.88%
Mississippi	69	0.32%
Missouri	267	1.24%
Montana	32	0.15%
Nebraska	62	0.29%
Nevada	175	0.81%
New Hampshire	86	0.40%
New Jersey	1,040	4.82%
New Mexico	50	0.23%
New York	1,234	5.72%
North Carolina	530	2.46%
North Dakota	19	0.09%
Ohio	401	1.86%
Oklahoma	188	0.87%
Oregon	116	0.54%

Location	Total	Percent
Pennsylvania	777	3.60%
Rhode Island	50	0.23%
South Carolina	259	1.20%
South Dakota	18	0.08%
Tennessee	320	1.48%
Texas	1,734	8.04%
Utah	112	0.52%
Vermont	32	0.15%
Virginia	447	2.07%
Washington	168	0.78%
West Virginia	32	0.15%
Wisconsin	208	0.96%
Wyoming	19	0.09%
US Territories	12	0.06%
Location Not Provided	3,890	18.04%
International (Non Canada)	315	1.46%
United States	16,620	77.07%
Canada	741	3.44%
Unique Subscribers	21,566	100%

QUESTIONS? CONTACT: SALES@AQUAMAGAZINE.COM

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