

## B2B Media

### Publisher's Statement

6 months ended June 30, 2018

*Subject to Audit*

### 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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>15,000</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		11,608
Qualified Nonpaid Association - Print		3,392
<b>Total Average Qualified Nonpaid Circulation</b>		<b>15,000</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	180
Nonqualified Miscellaneous, Including Staff Copies - Print	1,434
<b>Total Average Nonqualified Circulation</b>	<b>1,614</b>

<b>CIRCULATION BY ISSUES</b>	
Issue	Qualified Nonpaid - Print
Jan	15,000
Feb	15,000
Mar	15,000
Apr	15,000
May	15,000
Jun	15,000

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Assn. - Print	Job Function						
				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 Dealer Only	418	406	12	295	78	1	4	39	1	
Pool and Spa Dealer/Builder	4,032	2,986	1,046	2,641	969	25	33	238	53	73
Pool Dealer/Builder Only	1,760	1,540	220	1,243	348	6	21	89	32	21
Pool and Spa Supply Dealer	1,826	1,506	320	1,060	598	14	16	95	7	36
Maintenance/Service	4,269	3,243	1,026	3,324	670	22	21	68	35	129
Casual Furniture/Patio Dealer	126	67	59	66	29	2	3	18	1	7
Distributor/Wholesaler	811	572	239	190	402	35	9	137	5	33
Solar/Sauna Dealer	37	34	3	23	6			4	2	2
Landscape Architect/Designer	452	325	127	289	71	4	4	17	55	12
Manufacturer, Manufacturer Representative	1,100	834	266	354	281	10	13	363	26	53
Others Allied to the Field	169	124	45	50	34	2		12	7	64
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>11,637</b>	<b>3,363</b>	<b>9,535</b>	<b>3,486</b>	<b>121</b>	<b>124</b>	<b>1,080</b>	<b>224</b>	<b>430</b>

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>8,833</b>	<b>1,617</b>	<b>563</b>	<b>11,013</b>	<b>73.4</b>
Written	11	210	148	369	2.5
Telecommunication	5,004	787	274	6,065	40.4
Internet and Email	3,818	620	141	4,579	30.5
<b>Total Direct Request From Recipient's Company</b>	<b>13</b>	<b>119</b>	<b>56</b>	<b>188</b>	<b>1.3</b>
Written	13	1	1	15	0.1
Telecommunication					
Internet and Email		118	55	173	1.2
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Association	2,693	811		3,504	23.4
Business Directories	295			295	2.0
Lists					
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>11,834</b>	<b>2,547</b>	<b>619</b>	<b>15,000</b>	<b>100.0</b>
<b>Percent</b>	<b>78.9</b>	<b>17.0</b>	<b>4.1</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	14,411	96.1
Individual by Name Only	392	2.6
Title or Occupation Only	36	0.2
Company Name Only	161	1.1
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>15,000</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	194
Arizona	473
Arkansas	85
California	1,933
Colorado	172
Connecticut	260
Delaware	44
District of Columbia	6
Florida	1,637
Georgia	459
Idaho	63
Illinois	368
Indiana	282
Iowa	82
Kansas	123
Kentucky	172
Louisiana	117
Maine	50
Maryland	270
Massachusetts	262
Michigan	328
Minnesota	177
Mississippi	88
Missouri	238
Montana	32
Nebraska	58
Nevada	149
New Hampshire	85
New Jersey	580
New Mexico	53
New York	832
North Carolina	403
North Dakota	16
Ohio	388
Oklahoma	166
Oregon	119
Pennsylvania	628
Rhode Island	52
South Carolina	213
South Dakota	25
Tennessee	287
Texas	1,446
Utah	85
Vermont	35
Virginia	347
Washington	199
West Virginia	40
Wisconsin	185
Wyoming	8
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>14,314</b>
Alaska	5
Hawaii	32
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>37</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>14,351</b>
Poss. & Other Areas	14
<b>U.S. &amp; POSS., etc.</b>	<b>14,365</b>
Canada	579
International	56
Military or Civilian Personnel Overseas	
<b>Total International</b>	<b>635</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>15,000</b>

## NOTES

**Definition of Recipient Qualification:**

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

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Qualified Nonpaid Association Subscriptions:** Represent copies served to members of the Association of Pool & Spa Professionals. Receipt of this publication is a stated condition of membership.

**Business Directories:** Represent copies served to subscribers obtained from Dun & Bradstreet.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2018 issue.

**Age of Source Projection:** The figures used are based on percentages established for the November 2017 issue and projected against the totals for the June 2018 issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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