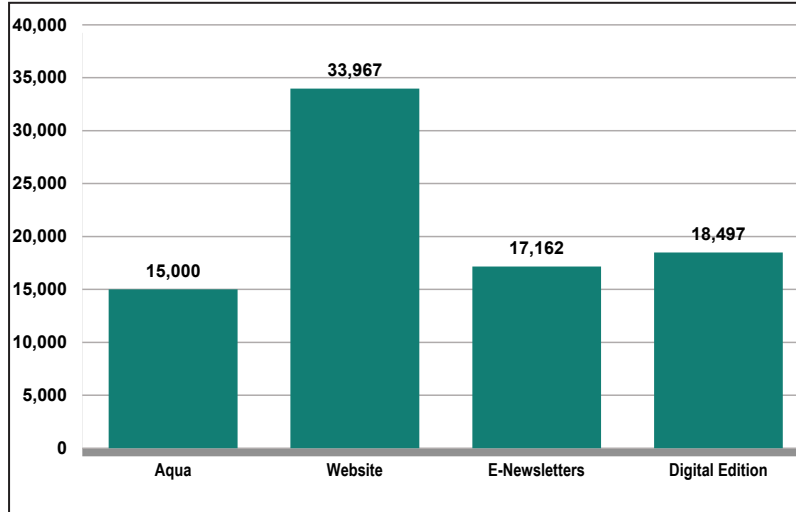


CONSOLIDATED MEDIA REPORT
B2B Media

6 months ended June 30, 2024

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

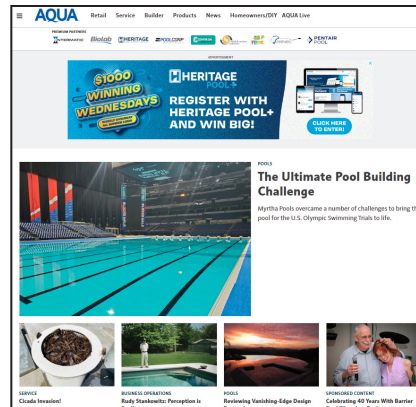
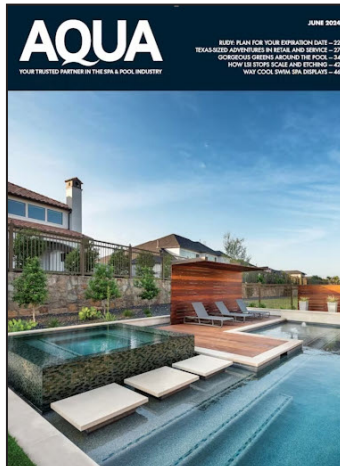
TOTAL AVERAGE GROSS CONTACTS **84,626**

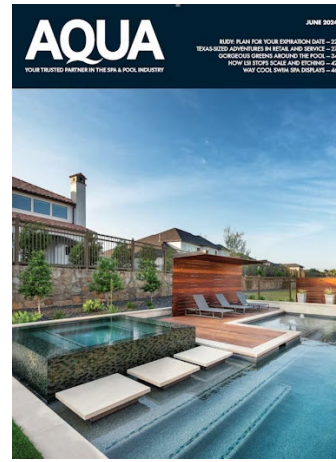


EXECUTIVE SUMMARY		
Channels	Contacts	Period
Aqua Total Qualified Circulation	15,000	6 months ended June 30, 2024
Website Activity Page Impressions Visits Unique Browsers	50,528 41,893 33,967	6 months ended June 30, 2024
E-Newsletters Total Average Net Distribution Per Issue	17,162	6 months ended June 30, 2024
Digital Edition Notifications Total Average Net Distribution Per Issue	18,497	6 months ended June 30, 2024

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended June 30, 2024

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.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		15,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		11,366
Qualified Nonpaid Membership Benefit - Print		3,634
Total Average Qualified Nonpaid Circulation		15,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	918
Total Average Nonqualified Circulation	918

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		15,000
Feb		15,000
Mar		15,001
Apr		15,000
May		15,000
Jun		15,000

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Membership Benefit - Print	* Job Function				
						Owners/ Presidents/ CEO/VP	Manager	Technician	Other	No Answer
1.	Retail	4,940	32.9	3,592	1,348	4,360	2,342	137	49	57
2.	Build	5,402	36.0	3,928	1,474	4,373	2,897	233	45	46
3.	Service	3,874	25.8	2,817	1,057	3,503	1,684	159	46	53
	Others Allied to the Field	784	5.2	570	214	453	612	17	21	1
	Total Qualified Circulation	15,000	100.0	10,907	4,093	12,689	7,535	546	161	157

* Subscribers may report multiple Job Functions.

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	5,917	1,700	1,307	8,924	59.5
Written	80	7	4	91	0.6
Telecommunication	3,025	1,030	797	4,852	32.4
Internet and Email	2,812	663	506	3,981	26.5
Total Direct Request From Recipient's Company	72	9	5	86	0.6
Written		2		2	0.0
Telecommunication					
Internet and Email	72	7	5	84	0.6
Total Communication Other Than Request	1,345	1,928		3,273	21.8
Written					
Telecommunication					
Internet and Email	1,345	1,928		3,273	21.8
Membership Benefit	2,214	308	179	2,701	18.0
Business Directories					
Lists					
Acquired Circulation					
Other Sources		14	2	16	0.1
Total Qualified Subscriptions	9,548	3,959	1,493	15,000	100.0
Percent	63.7	26.4	10.0	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	14,814	98.8
Individual by Name Only	151	1.0
Title or Occupation Only	21	0.1
Company Name Only	14	0.1
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	174
Arizona	454
Arkansas	83
California	1,543
Colorado	161
Connecticut	281
Delaware	63
District of Columbia	5
Florida	1,447
Georgia	475
Idaho	51
Illinois	339
Indiana	235
Iowa	75
Kansas	121
Kentucky	137
Louisiana	117
Maine	50
Maryland	327
Massachusetts	289
Michigan	268
Minnesota	149
Mississippi	67
Missouri	243
Montana	36
Nebraska	53
Nevada	167
New Hampshire	77
New Jersey	821
New Mexico	45
New York	1,034
North Carolina	451
North Dakota	19
Ohio	374
Oklahoma	158
Oregon	98
Pennsylvania	693
Rhode Island	44
South Carolina	207
South Dakota	17
Tennessee	276
Texas	1,486
Utah	104
Vermont	35
Virginia	426
Washington	160
West Virginia	30
Wisconsin	188
Wyoming	19
TOTAL 48 CONTERMINOUS STATES	14,172
Alaska	6
Hawaii	48
TOTAL ALASKA & HAWAII	54
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,226
Poss. & Other Areas	15
U.S. & POSS., etc.	14,241
Canada	753
International	5
Military or Civilian Personnel Overseas	1
Total International	759
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	15,000

CHANNEL PROFILES**WEBSITE ACTIVITY - www.aquamagazine.com**

Month	Page Impressions	Visits	Unique Browsers
January	46,252	35,063	27,754
February	43,798	35,087	27,091
March	64,878	55,397	48,050
April	49,833	40,740	32,400
May	47,880	40,499	32,780
June	50,525	44,573	35,725

E-NEWSLETTERS - Aqua Newsletter

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	9	17,511	157,600
February	9	17,755	159,797
March	9	16,028	144,253
April	9	17,795	160,152
May	9	17,814	160,326
June	9	16,070	144,633

DIGITAL EDITION - Notifications

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	16,895	16,895
February	1	18,961	18,961
March	1	18,725	18,725
April	1	18,914	18,914
May	1	18,703	18,703
June	1	18,783	18,783

NOTES

Definition of Recipient Qualification:

Qualified recipients are owners, presidents, CEOs, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sales directors and managers, sales representative, designers, engineers, and other titles and non-titled personnel.

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

Qualified Nonpaid Membership Benefit Subscriptions: Represent copies served to members of The Pool & Hot Tub Alliance (PHTA). Receipt of this publication is a stated condition of membership.

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

Source Analysis Projection: The figures used are based on percentages established for the Dec 23 issue and projected against the totals for the June 2024 issue.

Total Average Gross Contacts Include : Qualified Circulation, Unique Browsers, E-newsletter Total Average Net Distribution Per Issue and Digital Edition Notifications.

Website Data Source: Google Analytics

Data Center Traffic : Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.aquamagazine.com.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: Omeda

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Cross Media Miscellaneous: DIGITAL EDITION NOTIFICATION metrics represent the average number of emails sent to subscribers and non-qualified recipients informing them that the digital edition is available for access.

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.

Frequency: Monthly

Format: Standard

Established: 1976

AAM Member Since: 2015

Member #: 06-0133-5

SRDS: 140A

Parent Company: Athletic Business Media, Inc.

Published by:

Athletic Business Media, Inc.

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