

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2022



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Subscribers by Business Type & Job Title

| Business Type | Total |
|----------------------------|---------------|
| Pool Retailer | 6,493 |
| Spa Retailer | 5,520 |
| Pool Builder | 5,244 |
| Technicians | 4,296 |
| Other | 6,142 |
| Unique Subscribers* | 17,202 |

| Job Title | Total | Percent |
|---|---------------|-------------|
| Owner/President/CEO | 8,365 | 48.63% |
| General Manager/Manager/Assistant Manager | 3,095 | 17.99% |
| Sales Director/Sales Manager/Sales Representative | 1,335 | 7.76% |
| Vice President | 631 | 3.67% |
| Designer/Engineer | 357 | 2.08% |
| Treasurer/Controller | 173 | 1.01% |
| Buyer | 91 | 0.53% |
| Other/Title Not Provided | 3,155 | 18.34% |
| Unique Subscribers | 17,202 | 100% |

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

| Location | Total | Percent |
|----------------------|-------|---------|
| Alabama | 177 | 1.03% |
| Alaska | 5 | 0.03% |
| Arizona | 526 | 3.06% |
| Arkansas | 85 | 0.49% |
| California | 1,970 | 11.45% |
| Colorado | 164 | 0.95% |
| Connecticut | 298 | 1.73% |
| Delaware | 55 | 0.32% |
| District of Columbia | 4 | 0.02% |
| Florida | 1,661 | 9.66% |
| Georgia | 524 | 3.05% |
| Hawaii | 51 | 0.30% |
| Idaho | 51 | 0.30% |
| Illinois | 386 | 2.24% |
| Indiana | 263 | 1.53% |
| Iowa | 69 | 0.40% |
| Kansas | 116 | 0.67% |
| Kentucky | 140 | 0.81% |
| Louisiana | 170 | 0.99% |

| Location | Total | Percent |
|----------------|-------|---------|
| Maine | 60 | 0.35% |
| Maryland | 299 | 1.74% |
| Massachusetts | 267 | 1.55% |
| Michigan | 287 | 1.67% |
| Minnesota | 171 | 0.99% |
| Mississippi | 66 | 0.38% |
| Missouri | 233 | 1.35% |
| Montana | 36 | 0.21% |
| Nebraska | 58 | 0.34% |
| Nevada | 162 | 0.94% |
| New Hampshire | 76 | 0.44% |
| New Jersey | 792 | 4.60% |
| New Mexico | 51 | 0.30% |
| New York | 1,027 | 5.97% |
| North Carolina | 400 | 2.33% |
| North Dakota | 19 | 0.11% |
| Ohio | 362 | 2.10% |
| Oklahoma | 157 | 0.91% |
| Oregon | 114 | 0.66% |

| Location | Total | Percent |
|----------------------------|---------------|---------------|
| Pennsylvania | 629 | 3.66% |
| Rhode Island | 50 | 0.29% |
| South Carolina | 207 | 1.20% |
| South Dakota | 19 | 0.11% |
| Tennessee | 278 | 1.62% |
| Texas | 1,558 | 9.06% |
| Utah | 101 | 0.59% |
| Vermont | 26 | 0.15% |
| Virginia | 363 | 2.11% |
| Washington | 161 | 0.94% |
| West Virginia | 28 | 0.16% |
| Wisconsin | 193 | 1.12% |
| Wyoming | 9 | 0.05% |
| US Territories | 33 | 0.19% |
| Location Not Provided | 1,364 | 7.93% |
| International (Non Canada) | 116 | 0.67% |
| United States | 15,007 | 87.24% |
| Canada | 715 | 4.16% |
| Unique Subscribers | 17,202 | 100% |



15,000
MAGAZINE SUBSCRIBERS

42,800+
AVERAGE MONTHLY PAGEVIEWS

20,400+
TOTAL ENGAGED EMAIL SUBSCRIBERS

17,720+
SOCIAL MEDIA CONNECTIONS

READY TO GET STARTED? CONTACT:



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*Exact numbers may fluctuate as subscriber list grows over time.