

AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2022



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	6,199
Spa Retailer	5,277
Pool Builder	5,054
Technicians	4,248
Other	16,771
Unique Subscribers*	16,771

Job Title	Total	Percent
Owner/President/CEO	7,997	47.68%
General Manager/Manager/Assistant Manager	2,964	17.67%
Sales Director/Sales Manager/Sales Representative	1,319	7.86%
Vice President	620	3.70%
Designer/Engineer	346	2.06%
Treasurer/Controller	166	0.99%
Buyer	94	0.56%
Other/Title Not Provided	3,265	19.47%
Unique Subscribers	16,771	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	175	1.04%
Alaska	7	0.04%
Arizona	546	3.26%
Arkansas	92	0.55%
California	1,942	11.58%
Colorado	156	0.93%
Connecticut	289	1.72%
Delaware	60	0.36%
District of Columbia	4	0.02%
Florida	1,710	10.20%
Georgia	574	3.42%
Hawaii	55	0.33%
Idaho	56	0.33%
Illinois	391	2.33%
Indiana	287	1.71%
Iowa	77	0.46%
Kansas	57	0.34%
Kentucky	161	0.96%
Louisiana	172	1.03%

Location	Total	Percent
Maine	56	0.33%
Maryland	355	2.12%
Massachusetts	283	1.69%
Michigan	286	1.71%
Minnesota	190	1.13%
Mississippi	56	0.33%
Missouri	228	1.36%
Montana	42	0.25%
Nebraska	57	0.34%
Nevada	159	0.95%
New Hampshire	78	0.47%
New Jersey	905	5.40%
New Mexico	47	0.28%
New York	1,084	6.46%
North Carolina	434	2.59%
North Dakota	19	0.11%
Ohio	403	2.40%
Oklahoma	146	0.87%
Oregon	173	1.03%

Location	Total	Percent
Pennsylvania	670	3.99%
Rhode Island	76	0.45%
South Carolina	228	1.36%
South Dakota	20	0.12%
Tennessee	281	1.68%
Texas	1,495	8.91%
Utah	112	0.67%
Vermont	29	0.17%
Virginia	396	2.36%
Washington	168	1.00%
West Virginia	30	0.18%
Wisconsin	199	1.19%
Wyoming	12	0.07%
US Territories	32	0.19%
Location Not Provided	388	2.31%
International (Non Canada)	88	0.52%
United States	15,560	92.78%
Canada	735	4.38%
Unique Subscribers	16,771	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.