

# AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | JUNE 2024 DATA



Learn more @ [info.aquamagazine.com](mailto:info.aquamagazine.com)

## Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,435
Build	6,885
Service	5,524
Other	7,026
<b>Unique Subscribers*</b>	<b>20,488</b>

Job Title	Total	Percent
Owner/President/CEO/VP	8,749	42.70%
Manager	6,491	31.68%
Technician	617	3.01%
Other Industry Title	618	3.02%
Title Not Provided	4,013	19.59%
<b>Unique Subscribers</b>	<b>20,488</b>	<b>100%</b>

\*Unique subscribers removes overlap of multiple business types.

## Subscribers by Location

Location	Total	Percent
Alabama	190	0.93%
Alaska	7	0.03%
Arizona	570	2.78%
Arkansas	84	0.41%
California	2,049	10.00%
Colorado	180	0.88%
Connecticut	319	1.56%
Delaware	75	0.37%
District of Columbia	6	0.03%
Florida	1,693	8.26%
Georgia	570	2.78%
Hawaii	58	0.28%
Idaho	67	0.33%
Illinois	375	1.83%
Indiana	248	1.21%
Iowa	85	0.41%
Kansas	133	0.65%
Kentucky	150	0.73%
Louisiana	178	0.87%

Location	Total	Percent
Maine	66	0.32%
Maryland	381	1.86%
Massachusetts	303	1.48%
Michigan	280	1.37%
Minnesota	191	0.93%
Mississippi	75	0.37%
Missouri	274	1.34%
Montana	39	0.19%
Nebraska	69	0.34%
Nevada	180	0.88%
New Hampshire	94	0.46%
New Jersey	946	4.62%
New Mexico	49	0.24%
New York	1,158	5.65%
North Carolina	554	2.70%
North Dakota	29	0.14%
Ohio	400	1.95%
Oklahoma	169	0.82%
Oregon	150	0.73%

Location	Total	Percent
Pennsylvania	753	3.68%
Rhode Island	58	0.28%
South Carolina	287	1.40%
South Dakota	17	0.08%
Tennessee	354	1.73%
Texas	1,697	8.28%
Utah	103	0.50%
Vermont	33	0.16%
Virginia	461	2.25%
Washington	205	1.00%
West Virginia	41	0.20%
Wisconsin	228	1.11%
Wyoming	23	0.11%
US Territories	37	0.18%
Location Not Provided	2,618	12.78%
International (Non Canada)	340	1.66%
United States	19,359	94.49%
Canada	789	3.85%
<b>Unique Subscribers</b>	<b>20,488</b>	<b>100%</b>



**15,000**  
MAGAZINE SUBSCRIBERS

**41,680+**  
AVERAGE MONTHLY PAGEVIEWS

**43.5%**  
AQUA TODAY AVG. TOTAL OPEN RATE

**20,700+**  
SOCIAL MEDIA CONNECTIONS

## READY TO GET STARTED? CONTACT:



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