

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | JUNE 2024 DATA



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Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,604
Build	7,135
Service	5,724
Other	5,603
Unique Subscribers*	19,215

Job Title	Total	Percent
Owner/President/CEO/VP	9,387	48.85%
Manager	6,416	33.39%
Technician	568	2.96%
Other Industry Title	477	2.48%
Title Not Provided	2,367	12.32%
Unique Subscribers	19,215	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	179	0.93%
Alaska	7	0.04%
Arizona	543	2.83%
Arkansas	92	0.48%
California	2,037	10.60%
Colorado	172	0.90%
Connecticut	317	1.65%
Delaware	76	0.40%
District of Columbia	4	0.02%
Florida	1,688	8.78%
Georgia	549	2.86%
Hawaii	60	0.31%
Idaho	55	0.29%
Illinois	405	2.11%
Indiana	265	1.38%
Iowa	78	0.41%
Kansas	135	0.70%
Kentucky	144	0.75%
Louisiana	179	0.93%

Location	Total	Percent
Maine	57	0.30%
Maryland	368	1.92%
Massachusetts	310	1.61%
Michigan	303	1.58%
Minnesota	190	0.99%
Mississippi	75	0.39%
Missouri	269	1.40%
Montana	34	0.18%
Nebraska	64	0.33%
Nevada	172	0.90%
New Hampshire	94	0.49%
New Jersey	903	4.70%
New Mexico	47	0.24%
New York	1,141	5.94%
North Carolina	461	2.40%
North Dakota	18	0.09%
Ohio	402	2.09%
Oklahoma	177	0.92%
Oregon	116	0.60%

Location	Total	Percent
Pennsylvania	709	3.69%
Rhode Island	56	0.29%
South Carolina	239	1.24%
South Dakota	18	0.09%
Tennessee	334	1.74%
Texas	1,647	8.57%
Utah	108	0.56%
Vermont	29	0.15%
Virginia	412	2.14%
Washington	174	0.91%
West Virginia	36	0.19%
Wisconsin	218	1.13%
Wyoming	21	0.11%
US Territories	12	0.06%
Location Not Provided	1,970	10.25%
International (Non Canada)	298	1.55%
United States	16,199	84.30%
Canada	748	3.89%
Unique Subscribers	19,215	100%



15,000
MAGAZINE SUBSCRIBERS

41,680+
AVERAGE MONTHLY PAGEVIEWS

43.36%
CUSTOM E-MAIL AVG. TOTAL OPEN RATE

20,700+
SOCIAL MEDIA CONNECTIONS

READY TO GET STARTED? CONTACT:



JARED FISH
EAST COAST SALES
AQUA Media Advisor
(608) 729-4220
jared@aquamagazine.com



STAN CHAMBERS
WEST COAST SALES
AQUA Media Advisor
(949) 253-8725
stan@aquamagazine.com

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