

MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | JUNE 2024 DATA



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Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,944
Build	7,594
Service	5,445
Other	1,103
Unique Subscribers*	15,000

Job Title	Total	Percent
Owner/President/CEO/VP	9,016	60.11%
Manager	5,380	35.87%
Technician	367	2.45%
Other	237	1.58%
Total	15,000	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	174	1.16%
Alaska	6	0.04%
Arizona	454	3.03%
Arkansas	83	0.55%
California	1,543	10.29%
Colorado	161	1.07%
Connecticut	281	1.87%
Delaware	63	0.42%
District of Columbia	5	0.03%
Florida	1,447	9.65%
Georgia	475	3.17%
Hawaii	48	0.32%
Idaho	51	0.34%
Illinois	339	2.26%
Indiana	235	1.57%
Iowa	75	0.50%
Kansas	121	0.81%
Kentucky	137	0.91%
Louisiana	117	0.78%

Location	Total	Percent
Maine	50	0.33%
Maryland	327	2.18%
Massachusetts	289	1.93%
Michigan	268	1.79%
Minnesota	149	0.99%
Mississippi	67	0.45%
Missouri	243	1.62%
Montana	36	0.24%
Nebraska	53	0.35%
Nevada	167	1.11%
New Hampshire	77	0.51%
New Jersey	821	5.47%
New Mexico	45	0.30%
New York	1,034	6.89%
North Carolina	451	3.01%
North Dakota	19	0.13%
Ohio	374	2.49%
Oklahoma	158	1.05%
Oregon	98	0.65%

Location	Total	Percent
Pennsylvania	693	4.62%
Rhode Island	44	0.29%
South Carolina	207	1.38%
South Dakota	17	0.11%
Tennessee	276	1.84%
Texas	1,486	9.91%
Utah	104	0.69%
Vermont	35	0.23%
Virginia	426	2.84%
Washington	160	1.07%
West Virginia	30	0.20%
Wisconsin	188	1.25%
Wyoming	19	0.13%
US Territories	16	0.11%
International (Non Canada)	5	0.03%
United States	14,242	94.95%
Canada	753	5.02%
Total	15,000	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.