

AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2023



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	6,425
Spa Retailer	5,118
Pool Builder	5,432
Technicians	4,330
Other	6,780
Unique Subscribers*	17,811

Job Title	Total	Percent
Owner/President/CEO	7,875	44.21%
General Manager/Manager/Assistant Manager	3,252	18.26%
Sales Director/Sales Manager/Sales Representative	1,314	7.38%
Vice President	613	3.44%
Designer/Engineer	349	1.96%
Treasurer/Controller	138	0.77%
Buyer	101	0.57%
Other/Title Not Provided	4,169	23.41%
Unique Subscribers	17,811	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	174	0.98%
Alaska	5	0.03%
Arizona	497	2.79%
Arkansas	80	0.45%
California	1,910	10.72%
Colorado	176	0.99%
Connecticut	303	1.70%
Delaware	74	0.42%
District of Columbia	5	0.03%
Florida	1,543	8.66%
Georgia	556	3.12%
Hawaii	58	0.33%
Idaho	54	0.30%
Illinois	351	1.97%
Indiana	226	1.27%
Iowa	74	0.42%
Kansas	116	0.65%
Kentucky	136	0.76%
Louisiana	156	0.88%

Location	Total	Percent
Maine	52	0.29%
Maryland	386	2.17%
Massachusetts	279	1.57%
Michigan	249	1.40%
Minnesota	170	0.95%
Mississippi	70	0.39%
Missouri	224	1.26%
Montana	34	0.19%
Nebraska	57	0.32%
Nevada	158	0.89%
New Hampshire	84	0.47%
New Jersey	953	5.35%
New Mexico	47	0.26%
New York	1,140	6.40%
North Carolina	504	2.83%
North Dakota	24	0.13%
Ohio	380	2.13%
Oklahoma	139	0.78%
Oregon	117	0.66%

Location	Total	Percent
Pennsylvania	555	3.54%
Rhode Island	48	0.31%
South Carolina	198	1.26%
South Dakota	16	0.10%
Tennessee	242	1.54%
Texas	1,408	8.98%
Utah	82	0.52%
Vermont	27	0.17%
Virginia	309	1.97%
Washington	140	0.89%
West Virginia	25	0.16%
Wisconsin	171	1.09%
Wyoming	10	0.06%
US Territories	37	0.21%
Location Not Provided	1,517	8.52%
International (Non Canada)	169	0.95%
United States	16,933	95.07%
Canada	715	4.01%
Unique Subscribers	17,811	100%



15,000
MAGAZINE SUBSCRIBERS

45,400+
AVERAGE MONTHLY PAGEVIEWS

20,500+
TOTAL ENGAGED EMAIL SUBSCRIBERS

19,390+
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.