

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2023

AQUA

Learn more @ info.aquamagazine.com

Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	6,767
Spa Retailer	5,384
Pool Builder	5,709
Technicians	4,380
Other	6,391
Unique Subscribers*	17,815

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	8,423	47.28%
General Manager/Manager/Assistant Manager	3,330	18.69%
Sales Director/Sales Manager/Sales Representative	1,358	7.62%
Vice President	640	3.59%
Designer/Engineer	349	1.96%
Treasurer/Controller	140	0.79%
Buyer	97	0.54%
Other/Title Not Provided	3,478	19.52%
Unique Subscribers	17,815	100%

Subscribers by Location

Location	Total	Percent
Alabama	177	0.99%
Alaska	5	0.03%
Arizona	496	2.78%
Arkansas	86	0.48%
California	1,982	11.13%
Colorado	169	0.95%
Connecticut	294	1.65%
Delaware	74	0.42%
District of Columbia	3	0.02%
Florida	1,619	9.09%
Georgia	533	2.99%
Hawaii	57	0.32%
Idaho	49	0.28%
Illinois	391	2.19%
Indiana	256	1.44%
Iowa	74	0.42%
Kansas	127	0.71%
Kentucky	148	0.83%
Louisiana	162	0.91%

Location	Total	Percent
Maine	60	0.34%
Maryland	363	2.04%
Massachusetts	294	1.65%
Michigan	281	1.58%
Minnesota	180	1.01%
Mississippi	68	0.38%
Missouri	247	1.39%
Montana	35	0.20%
Nebraska	62	0.35%
Nevada	163	0.91%
New Hampshire	86	0.48%
New Jersey	933	5.24%
New Mexico	48	0.27%
New York	1,170	6.57%
North Carolina	441	2.48%
North Dakota	19	0.11%
Ohio	394	2.21%
Oklahoma	156	0.88%
Oregon	118	0.66%

Location	Total	Percent
Pennsylvania	734	4.12%
Rhode Island	52	0.29%
South Carolina	218	1.22%
South Dakota	20	0.11%
Tennessee	287	1.61%
Texas	1,514	8.50%
Utah	97	0.54%
Vermont	28	0.16%
Virginia	404	2.27%
Washington	152	0.85%
West Virginia	30	0.17%
Wisconsin	201	1.13%
Wyoming	11	0.06%
US Territories	15	0.08%
Location Not Provided	1,400	7.86%
International (Non Canada)	158	0.89%
United States	15,583	87.47%
Canada	674	3.78%
Unique Subscribers	17,815	100%

AQUA



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.