

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF NOVEMBER 2022



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	5,958
Spa Retailer	5,072
Pool Builder	4,862
Technicians	4,006
Other	6,446
Unique Subscribers*	16,654

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	7,739	46.47%
General Manager/Manager/Assistant Manager	2,894	17.38%
Sales Director/Sales Manager/Sales Representative	1,212	7.28%
Vice President	581	3.49%
Designer/Engineer	335	2.01%
Treasurer/Controller	156	0.94%
Buyer	80	0.48%
Other/Title Not Provided	3,657	21.96%
Unique Subscribers	16,654	100%

Subscribers by Location

Location	Total	Percent
Alabama	167	1.00%
Alaska	5	0.03%
Arizona	498	2.99%
Arkansas	87	0.52%
California	1,936	11.62%
Colorado	163	0.98%
Connecticut	257	1.54%
Delaware	53	0.32%
District of Columbia	4	0.02%
Florida	1,566	9.40%
Georgia	508	3.05%
Hawaii	52	0.31%
Idaho	53	0.32%
Illinois	368	2.21%
Indiana	261	1.57%
Iowa	68	0.41%
Kansas	118	0.71%
Kentucky	136	0.82%
Louisiana	167	1.00%

Location	Total	Percent
Maine	50	0.30%
Maryland	294	1.77%
Massachusetts	243	1.46%
Michigan	277	1.66%
Minnesota	171	1.03%
Mississippi	69	0.41%
Missouri	225	1.35%
Montana	34	0.20%
Nebraska	54	0.32%
Nevada	155	0.93%
New Hampshire	71	0.43%
New Jersey	716	4.30%
New Mexico	45	0.27%
New York	955	5.73%
North Carolina	402	2.41%
North Dakota	18	0.11%
Ohio	346	2.08%
Oklahoma	153	0.92%
Oregon	115	0.69%

Location	Total	Percent
Pennsylvania	590	3.54%
Rhode Island	47	0.28%
South Carolina	195	1.17%
South Dakota	18	0.11%
Tennessee	266	1.60%
Texas	1,512	9.08%
Utah	94	0.56%
Vermont	26	0.16%
Virginia	338	2.03%
Washington	146	0.88%
West Virginia	26	0.16%
Wisconsin	184	1.10%
Wyoming	10	0.06%
US Territories	15	0.09%
Location Not Provided	1,539	9.24%
International (Non Canada)	130	0.78%
United States	14,327	86.03%
Canada	658	3.95%
Unique Subscribers	16,654	100%



15,000
MAGAZINE SUBSCRIBERS

49,190+
AVERAGE MONTHLY PAGEVIEWS

20,500+
TOTAL ENGAGED EMAIL SUBSCRIBERS

18,745+
SOCIAL MEDIA CONNECTIONS

READY TO GET STARTED? CONTACT:



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