

# AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF NOVEMBER 2022

# AQUA

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## Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	5,392
Spa Retailer	4,589
Pool Builder	4,423
Technicians	3,786
Other	6,255
<b>Unique Subscribers*</b>	<b>15,678</b>

\*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	6,966	44.43%
General Manager/Manager/Assistant Manager	2,679	17.09%
Sales Director/Sales Manager/Sales Representative	1,145	7.30%
Vice President	534	3.41%
Designer/Engineer	328	2.09%
Treasurer/Controller	146	0.93%
Buyer	82	0.52%
Other/Title Not Provided	3,798	24.23%
<b>Unique Subscribers</b>	<b>15,678</b>	<b>100%</b>

## Subscribers by Location

Location	Total	Percent
Alabama	157	1.00%
Alaska	6	0.04%
Arizona	486	3.10%
Arkansas	82	0.52%
California	1,812	11.56%
Colorado	152	0.97%
Connecticut	249	1.59%
Delaware	48	0.31%
District of Columbia	5	0.03%
Florida	1,435	9.15%
Georgia	489	3.12%
Hawaii	54	0.34%
Idaho	52	0.33%
Illinois	301	1.92%
Indiana	220	1.40%
Iowa	64	0.41%
Kansas	109	0.70%
Kentucky	117	0.75%
Louisiana	157	1.00%

Location	Total	Percent
Maine	44	0.28%
Maryland	283	1.81%
Massachusetts	217	1.38%
Michigan	218	1.39%
Minnesota	154	0.98%
Mississippi	64	0.41%
Missouri	205	1.31%
Montana	34	0.22%
Nebraska	46	0.29%
Nevada	138	0.88%
New Hampshire	69	0.44%
New Jersey	700	4.46%
New Mexico	40	0.26%
New York	881	5.62%
North Carolina	375	2.39%
North Dakota	20	0.13%
Ohio	329	2.10%
Oklahoma	138	0.88%
Oregon	114	0.73%

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	35	0.21%
Location Not Provided	1,434	8.67%
International (Non Canada)	88	0.53%
United States	14,326	86.60%
Canada	695	4.20%
<b>Unique Subscribers</b>	<b>15,678</b>	<b>100%</b>

# AQUA



**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.