

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF NOVEMBER 2022

# AQUA

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## Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,531
Spa Retailer	6,460
Pool Builder	5,988
Technicians	4,402
Other	2,693
<b>Unique Subscribers*</b>	<b>15,000</b>

\*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	8,971	59.81%
General Manager/Manager/Assistant Manager	2,953	19.69%
Sales Director/Sales Manager/Sales Representative	1,096	7.31%
Vice President	666	4.44%
Designer/Engineer	341	2.27%
Other (Please Specify)	754	5.03%
Treasurer/Controller	126	0.84%
Buyer	93	0.62%
<b>Total</b>	<b>15,000</b>	<b>100%</b>

## Subscribers by Location

Location	Total	Percent
Alabama	168	1.12%
Alaska	4	0.03%
Arizona	529	3.53%
Arkansas	84	0.56%
California	1,875	12.50%
Colorado	167	1.11%
Connecticut	276	1.84%
Delaware	4	0.03%
District of Columbia	49	0.33%
Florida	1,646	10.97%
Georgia	486	3.24%
Hawaii	43	0.29%
Idaho	51	0.34%
Illinois	351	2.34%
Indiana	251	1.67%
Iowa	82	0.55%
Kansas	140	0.93%
Kentucky	151	1.01%
Louisiana	138	0.92%

Location	Total	Percent
Maine	46	0.31%
Maryland	279	1.86%
Massachusetts	265	1.77%
Michigan	271	1.81%
Minnesota	144	0.96%
Mississippi	72	0.48%
Missouri	244	1.63%
Montana	40	0.27%
Nebraska	56	0.37%
Nevada	165	1.10%
New Hampshire	72	0.48%
New Jersey	632	4.21%
New Mexico	46	0.31%
New York	885	5.90%
North Carolina	395	2.63%
North Dakota	16	0.11%
Ohio	385	2.57%
Oklahoma	160	1.07%
Oregon	119	0.79%

Location	Total	Percent
Pennsylvania	623	4.15%
Rhode Island	41	0.27%
South Carolina	210	1.40%
South Dakota	16	0.11%
Tennessee	266	1.77%
Texas	1,498	9.99%
Utah	87	0.58%
Vermont	36	0.24%
Virginia	346	2.31%
Washington	162	1.08%
West Virginia	28	0.19%
Wisconsin	170	1.13%
Wyoming	9	0.06%
US Territories	21	0.14%
International (Non Canada)	8	0.05%
United States	14,300	95.33%
Canada	692	4.61%
<b>Total</b>	<b>15,000</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.