

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2023 DATA



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Subscribers by Business Type & Job Title

Business Type	Total
Pool or Spa Retailer	7,540
Pool or Spa Builder	6,449
Service	5,724
Other	4,595
Unique Subscribers*	18,164

Job Title	Total	Percent
Owner/President/CEO/VP	9,091	47.28%
Manager	5,432	18.69%
Technician	377	7.62%
Other Industry Title	701	3.59%
Title Not Provided	2,563	1.96%
Unique Subscribers	18,164	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	176	0.97%
Alaska	5	0.03%
Arizona	530	2.92%
Arkansas	87	0.48%
California	1,995	10.98%
Colorado	173	0.95%
Connecticut	302	1.66%
Delaware	72	0.40%
District of Columbia	4	0.02%
Florida	1,638	9.02%
Georgia	528	2.91%
Hawaii	58	0.32%
Idaho	51	0.28%
Illinois	403	2.22%
Indiana	259	1.43%
Iowa	77	0.42%
Kansas	128	0.70%
Kentucky	144	0.79%
Louisiana	173	0.95%

Location	Total	Percent
Maine	57	0.31%
Maryland	360	1.98%
Massachusetts	298	1.64%
Michigan	288	1.59%
Minnesota	191	1.05%
Mississippi	70	0.39%
Missouri	265	1.46%
Montana	32	0.18%
Nebraska	66	0.36%
Nevada	173	0.95%
New Hampshire	90	0.50%
New Jersey	894	4.92%
New Mexico	50	0.28%
New York	1,149	6.33%
North Carolina	454	2.50%
North Dakota	18	0.10%
Ohio	383	2.11%
Oklahoma	165	0.91%
Oregon	118	0.65%

Location	Total	Percent
Pennsylvania	712	3.92%
Rhode Island	54	0.30%
South Carolina	230	1.27%
South Dakota	19	0.10%
Tennessee	316	1.74%
Texas	1,557	8.57%
Utah	102	0.56%
Vermont	27	0.15%
Virginia	409	2.25%
Washington	166	0.91%
West Virginia	30	0.17%
Wisconsin	204	1.12%
Wyoming	16	0.09%
US Territories	12	0.07%
Location Not Provided	1,387	7.64%
International (Non Canada)	287	1.58%
United States	15,778	86.86%
Canada	712	3.92%
Unique Subscribers	18,164	100%



15,000
MAGAZINE SUBSCRIBERS

43,100+
AVERAGE MONTHLY PAGEVIEWS

25,000+
TOTAL ENGAGED EMAIL SUBSCRIBERS

19,930+
SOCIAL MEDIA CONNECTIONS

READY TO GET STARTED? CONTACT:



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