

# AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2023 DATA



Learn more @ [info.aquamagazine.com](mailto:info.aquamagazine.com)

## Subscribers by Business Type & Job Title

Business Type	Total
Pool or Spa Retailer	7,346
Pool or Spa Builder	6,282
Service	4,707
Other	7,131
<b>Unique Subscribers*</b>	<b>19,682</b>

Job Title	Total	Percent
Owner/President/CEO/VP	8,768	44.55%
Manager	5,504	27.96%
Technician	415	2.11%
Other Industry Title	791	4.02%
Title Not Provided	4,204	21.36%
<b>Unique Subscribers</b>	<b>19,682</b>	<b>100%</b>

\*Unique subscribers removes overlap of multiple business types.

## Subscribers by Location

Location	Total	Percent
Alabama	194	0.99%
Alaska	5	0.03%
Arizona	573	2.91%
Arkansas	84	0.43%
California	2,102	10.68%
Colorado	184	0.93%
Connecticut	315	1.60%
Delaware	75	0.38%
District of Columbia	5	0.03%
Florida	1,670	8.48%
Georgia	571	2.90%
Hawaii	59	0.30%
Idaho	60	0.30%
Illinois	378	1.92%
Indiana	238	1.21%
Iowa	82	0.42%
Kansas	145	0.74%
Kentucky	154	0.78%
Louisiana	169	0.86%

Location	Total	Percent
Maine	55	0.28%
Maryland	380	1.93%
Massachusetts	289	1.47%
Michigan	284	1.44%
Minnesota	181	0.92%
Mississippi	73	0.37%
Missouri	279	1.42%
Montana	33	0.17%
Nebraska	65	0.33%
Nevada	183	0.93%
New Hampshire	91	0.46%
New Jersey	962	4.89%
New Mexico	48	0.24%
New York	1,187	6.03%
North Carolina	527	2.68%
North Dakota	33	0.17%
Ohio	391	1.99%
Oklahoma	152	0.77%
Oregon	147	0.75%

Location	Total	Percent
Pennsylvania	763	3.88%
Rhode Island	57	0.29%
South Carolina	281	1.43%
South Dakota	15	0.08%
Tennessee	329	1.67%
Texas	1,681	8.54%
Utah	97	0.49%
Vermont	31	0.16%
Virginia	458	2.33%
Washington	208	1.06%
West Virginia	42	0.21%
Wisconsin	226	1.15%
Wyoming	19	0.10%
US Territories	37	0.19%
Location Not Provided	1,917	9.74%
International (Non Canada)	330	1.68%
United States	18,584	94.42%
Canada	768	3.90%
<b>Unique Subscribers</b>	<b>19,682</b>	<b>100%</b>



**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:



**JARED FISH**  
EAST COAST SALES  
AQUA Media Advisor  
(608) 729-4220  
[jared@aquamagazine.com](mailto:jared@aquamagazine.com)



**STAN CHAMBERS**  
WEST COAST SALES  
AQUA Media Advisor  
(949) 253-8725  
[stan@aquamagazine.com](mailto:stan@aquamagazine.com)

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