

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DECEMBER 2023 DATA

# AQUA

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## Subscribers by Business Type & Job Title

| Business Type              | Total         |
|----------------------------|---------------|
| Pool Retailer              | 8,600         |
| Spa Retailer               | 7,008         |
| Pool Builder               | 7,070         |
| Technicians                | 4,777         |
| Other                      | 1,269         |
| <b>Unique Subscribers*</b> | <b>15,000</b> |

\*Unique subscribers removes overlap of multiple business types.

| Job Title   | Total         | Percent     |
|---|---------------|-------------|
| Owner/President/CEO                               | 9,130         | 60.51%      |
| General Manager/Manager/Assistant Manager         | 3,543         | 20.08%      |
| Sales Director/Sales Manager/Sales Representative | 844           | 7.50%       |
| Vice President                                    | 581           | 4.50%       |
| Designer/Engineer                                 | 298           | 2.00%       |
| Other   | 404           | 4.00%       |
| Treasurer/Controller                              | 112           | 0.79%       |
| Buyer   | 88            | 0.62%       |
| <b>Total</b>                                      | <b>15,000</b> | <b>100%</b> |

## Subscribers by Location

| Location             | Total | Percent |
|----------------------|-------|---------|
| Alabama              | 180   | 1.20%   |
| Alaska               | 3     | 0.02%   |
| Arizona              | 508   | 3.39%   |
| Arkansas             | 75    | 0.50%   |
| California           | 1,745 | 11.63%  |
| Colorado             | 148   | 0.99%   |
| Connecticut          | 283   | 1.89%   |
| Delaware             | 66    | 0.44%   |
| District of Columbia | 4     | 0.03%   |
| Florida              | 1,490 | 9.93%   |
| Georgia              | 443   | 2.95%   |
| Hawaii               | 41    | 0.27%   |
| Idaho                | 53    | 0.35%   |
| Illinois             | 345   | 2.30%   |
| Indiana              | 239   | 1.59%   |
| Iowa                 | 86    | 0.57%   |
| Kansas               | 131   | 0.87%   |
| Kentucky             | 143   | 0.95%   |
| Louisiana            | 126   | 0.84%   |

| Location       | Total | Percent |
|----------------|-------|---------|
| Maine          | 44    | 0.29%   |
| Maryland       | 279   | 1.86%   |
| Massachusetts  | 304   | 2.03%   |
| Michigan       | 256   | 1.71%   |
| Minnesota      | 150   | 1.00%   |
| Mississippi    | 70    | 0.47%   |
| Missouri       | 244   | 1.63%   |
| Montana        | 37    | 0.25%   |
| Nebraska       | 59    | 0.39%   |
| Nevada         | 166   | 1.11%   |
| New Hampshire  | 82    | 0.55%   |
| New Jersey     | 803   | 5.35%   |
| New Mexico     | 40    | 0.27%   |
| New York       | 1,034 | 6.89%   |
| North Carolina | 430   | 2.87%   |
| North Dakota   | 18    | 0.12%   |
| Ohio           | 393   | 2.62%   |
| Oklahoma       | 159   | 1.06%   |
| Oregon         | 107   | 0.71%   |

| Location                   | Total         | Percent     |
|----------------------------|---------------|-------------|
| Pennsylvania               | 742           | 4.95%       |
| Rhode Island               | 43            | 0.29%       |
| South Carolina             | 203           | 1.35%       |
| South Dakota               | 16            | 0.11%       |
| Tennessee                  | 274           | 1.83%       |
| Texas                      | 1,468         | 9.79%       |
| Utah                       | 105           | 0.70%       |
| Vermont                    | 40            | 0.27%       |
| Virginia                   | 423           | 2.82%       |
| Washington                 | 161           | 1.07%       |
| West Virginia              | 28            | 0.19%       |
| Wisconsin                  | 160           | 1.07%       |
| Wyoming                    | 16            | 0.11%       |
| US Territories             | 24            | 0.16%       |
| International (Non Canada) | 0             | 0.00%       |
| United States              | 14,487        | 96.58%      |
| Canada                     | 513           | 3.42%       |
| <b>Total</b>               | <b>15,000</b> | <b>100%</b> |

# AQUA

## 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)



15,000

MAGAZINE  
SUBSCRIBERS



43,100+

AVERAGE MONTHLY  
PAGEVIEWS



25,000+

TOTAL ENGAGED EMAIL  
SUBSCRIBERS



19,930+

SOCIAL MEDIA  
CONNECTIONS

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