

AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2024 DATA



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Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,455
Build	6,865
Service	5,674
Other	7,109
Unique Subscribers*	21,296

Job Title	Total	Percent
Owner/President/CEO/VP	9,154	42.98%
Manager	6,430	30.19%
Technician	719	3.38%
Other Industry Title	670	3.15%
Title Not Provided	4,323	20.30%
Unique Subscribers	21,296	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	190	0.89%
Alaska	7	0.03%
Arizona	579	2.72%
Arkansas	89	0.42%
California	2,042	9.59%
Colorado	184	0.86%
Connecticut	318	1.49%
Delaware	77	0.36%
District of Columbia	5	0.02%
Florida	1,682	7.90%
Georgia	558	2.62%
Hawaii	56	0.26%
Idaho	65	0.31%
Illinois	382	1.79%
Indiana	253	1.19%
Iowa	93	0.44%
Kansas	129	0.61%
Kentucky	145	0.68%
Louisiana	177	0.83%

Location	Total	Percent
Maine	62	0.29%
Maryland	377	1.77%
Massachusetts	305	1.43%
Michigan	278	1.31%
Minnesota	204	0.96%
Mississippi	72	0.34%
Missouri	273	1.28%
Montana	33	0.15%
Nebraska	71	0.33%
Nevada	179	0.84%
New Hampshire	98	0.46%
New Jersey	920	4.32%
New Mexico	45	0.21%
New York	1,128	5.30%
North Carolina	563	2.64%
North Dakota	20	0.09%
Ohio	398	1.87%
Oklahoma	176	0.83%
Oregon	129	0.61%

Location	Total	Percent
Pennsylvania	723	3.40%
Rhode Island	55	0.26%
South Carolina	290	1.36%
South Dakota	15	0.07%
Tennessee	333	1.56%
Texas	1,719	8.07%
Utah	102	0.48%
Vermont	29	0.14%
Virginia	432	2.03%
Washington	197	0.93%
West Virginia	36	0.17%
Wisconsin	210	0.99%
Wyoming	22	0.10%
US Territories	35	0.16%
Location Not Provided	3,604	16.92%
International (Non Canada)	349	1.64%
United States	16,560	77.76%
Canada	783	3.68%
Unique Subscribers	21,296	100%



15,000
MAGAZINE SUBSCRIBERS

51,200+
AVERAGE MONTHLY PAGEVIEWS

43.78%
AQUA TODAY AVG. TOTAL OPEN RATE

21,080+
SOCIAL MEDIA CONNECTIONS

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

READY TO GET STARTED?



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