

# CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DECEMBER 2024 DATA



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

## Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,578
Build	7,175
Service	5,833
Other	5,623
<b>Unique Subscribers*</b>	<b>19,683</b>

Job Title	Total	Percent
Owner/President/CEO/VP	9,248	46.98%
Manager	6,336	32.19%
Technician	666	3.38%
Other Industry Title	573	2.91%
Title Not Provided	2,860	14.53%
<b>Unique Subscribers</b>	<b>19,683</b>	<b>100%</b>

\*Unique subscribers removes overlap of multiple business types.

## Subscribers by Location

Location	Total	Percent
Alabama	179	0.91%
Alaska	7	0.04%
Arizona	538	2.73%
Arkansas	88	0.45%
California	1,996	10.14%
Colorado	171	0.87%
Connecticut	323	1.64%
Delaware	75	0.38%
District of Columbia	4	0.02%
Florida	1,653	8.40%
Georgia	544	2.76%
Hawaii	58	0.29%
Idaho	69	0.35%
Illinois	398	2.02%
Indiana	259	1.32%
Iowa	77	0.39%
Kansas	133	0.68%
Kentucky	143	0.73%
Louisiana	176	0.89%

Location	Total	Percent
Maine	55	0.28%
Maryland	355	1.80%
Massachusetts	301	1.53%
Michigan	299	1.52%
Minnesota	192	0.98%
Mississippi	68	0.35%
Missouri	274	1.39%
Montana	33	0.17%
Nebraska	62	0.31%
Nevada	173	0.88%
New Hampshire	91	0.46%
New Jersey	888	4.51%
New Mexico	46	0.23%
New York	1,110	5.64%
North Carolina	467	2.37%
North Dakota	17	0.09%
Ohio	389	1.98%
Oklahoma	184	0.93%
Oregon	116	0.59%

Location	Total	Percent
Pennsylvania	691	3.51%
Rhode Island	50	0.25%
South Carolina	248	1.26%
South Dakota	17	0.09%
Tennessee	323	1.64%
Texas	1,639	8.33%
Utah	105	0.53%
Vermont	28	0.14%
Virginia	414	2.10%
Washington	168	0.85%
West Virginia	34	0.17%
Wisconsin	201	1.02%
Wyoming	19	0.10%
US Territories	12	0.06%
Location Not Provided	2,679	13.61%
International (Non Canada)	300	1.52%
United States	15,960	81.09%
Canada	744	3.78%
<b>Unique Subscribers</b>	<b>19,683</b>	<b>100%</b>



**15,000**  
MAGAZINE SUBSCRIBERS

**51,200+**  
AVERAGE MONTHLY PAGEVIEWS

**36.03%**  
CUSTOM E-MAIL AVG. TOTAL OPEN RATE

**21,080+**  
SOCIAL MEDIA CONNECTIONS

## READY TO GET STARTED?



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