

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DECEMBER 2024 DATA

# AQUA

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## Subscribers by Business Type & Job Title

Business Type	Total
Retail	6,200
Build	6,201
Service	5,605
Other	810
<b>Unique Subscribers*</b>	<b>15,000</b>

Job Title	Total	Percent
Owner/President/CEO/VP	8,771	58.47%
Manager	5,665	37.77%
Technician	375	2.50%
Other	189	1.26%
<b>Total</b>	<b>15,000</b>	<b>100%</b>

\*Unique subscribers removes overlap of multiple business types.

## Subscribers by Location

Location	Total	Percent
Alabama	166	1.11%
Alaska	7	0.05%
Arizona	448	2.99%
Arkansas	77	0.51%
California	1,552	10.35%
Colorado	173	1.15%
Connecticut	281	1.87%
Delaware	64	0.43%
District of Columbia	5	0.03%
Florida	1,432	9.55%
Georgia	454	3.03%
Hawaii	48	0.32%
Idaho	51	0.34%
Illinois	345	2.30%
Indiana	225	1.50%
Iowa	83	0.55%
Kansas	125	0.83%
Kentucky	145	0.97%
Louisiana	109	0.73%

Location	Total	Percent
Maine	52	0.35%
Maryland	320	2.13%
Massachusetts	276	1.84%
Michigan	266	1.77%
Minnesota	155	1.03%
Mississippi	65	0.43%
Missouri	247	1.65%
Montana	31	0.21%
Nebraska	57	0.38%
Nevada	156	1.04%
New Hampshire	82	0.55%
New Jersey	813	5.42%
New Mexico	49	0.33%
New York	999	6.66%
North Carolina	460	3.07%
North Dakota	21	0.14%
Ohio	370	2.47%
Oklahoma	171	1.14%
Oregon	103	0.69%

Location	Total	Percent
Pennsylvania	676	4.51%
Rhode Island	43	0.29%
South Carolina	218	1.45%
South Dakota	17	0.11%
Tennessee	265	1.77%
Texas	1,501	10.01%
Utah	100	0.67%
Vermont	30	0.20%
Virginia	437	2.91%
Washington	173	1.15%
West Virginia	28	0.19%
Wisconsin	184	1.23%
Wyoming	21	0.14%
US Territories	18	0.12%
International (Non Canada)	7	0.05%
United States	14,194	94.63%
Canada	799	5.33%
<b>Total</b>	<b>15,000</b>	<b>100%</b>


# AQUA



**15,000**  
MAGAZINE  
SUBSCRIBERS



**51,200+**  
AVERAGE MONTHLY  
PAGEVIEWS



**43.78%**  
AQUA TODAY 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.