

MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2021

AQUA

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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,783
Spa Retailer	6,620
Pool Builder	6,066
Technicians	4,455
Other	2,380
Unique Subscribers*	15,000

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	9,568	63.79%
General Manager/Manager/Assistant Manager	2,933	19.55%
Sales Director/Sales Manager/Sales Representative	1,016	6.77%
Vice President	714	4.76%
Designer/Engineer	242	1.61%
Treasurer/Controller	143	0.95%
Buyer	91	0.61%
Other/Title Not Provided	293	1.95%
Total	15,000	100%

Subscribers by Location

Location	Total	Percent
Alabama	191	1.27%
Alaska	4	0.03%
Arizona	557	3.71%
Arkansas	83	0.55%
California	1,863	12.42%
Colorado	158	1.05%
Connecticut	256	1.71%
Delaware	41	0.27%
District of Columbia	3	0.02%
Florida	1,770	11.80%
Georgia	487	3.25%
Hawaii	44	0.29%
Idaho	55	0.37%
Illinois	357	2.38%
Indiana	261	1.74%
Iowa	82	0.55%
Kansas	131	0.87%
Kentucky	169	1.13%
Louisiana	115	0.77%


Location	Total	Percent
Maine	48	0.32%
Maryland	279	1.86%
Massachusetts	279	1.86%
Michigan	277	1.85%
Minnesota	162	1.08%
Mississippi	73	0.49%
Missouri	247	1.65%
Montana	40	0.27%
Nebraska	60	0.40%
Nevada	157	1.05%
New Hampshire	77	0.51%
New Jersey	551	3.67%
New Mexico	42	0.28%
New York	802	5.35%
North Carolina	393	2.62%
North Dakota	15	0.10%
Ohio	377	2.51%
Oklahoma	164	1.09%
Oregon	111	0.74%

Location	Total	Percent
Pennsylvania	605	4.03%
Rhode Island	49	0.33%
South Carolina	215	1.43%
South Dakota	14	0.09%
Tennessee	303	2.02%
Texas	1,502	10.01%
Utah	89	0.59%
Vermont	35	0.23%
Virginia	344	2.29%
Washington	161	1.07%
West Virginia	30	0.20%
Wisconsin	163	1.09%
Wyoming	9	0.06%
US Territories	16	0.11%
International (Non Canada)	18	0.12%
United States	14,316	95.44%
Canada	666	4.44%
Total	15,000	100%


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15,000
MAGAZINE SUBSCRIBERS



37.87%
AVG. TOTAL OPEN RATE
AQUA TODAY



31.31%
AVG. TOTAL OPEN RATE
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17,432+
SOCIAL MEDIA CONNECTIONS

READY TO GET STARTED? CONTACT:



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