

AQUA Madison, Wisconsin 53703

AUDIT REPORT B2B Media

FIELD SERVED: AQUA serves spa retailers, swimming pool retailers and/or builders, swimming pool and spa retailers/builders, swimming pool & spa supply retailers, maintenance/service businesses, distributors/wholesalers, casual furniture and/or patio retailers, landscape architects/designers, solar/sauna retailers, manufacturers and their representatives and others allied to the field.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2023:		
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		15,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print	12,407	
Total Qualified Nonpaid Individual	12,407	
Qualified Nonpaid Association - Print	2,593	
Total Qualified Nonpaid Association	2,593	
Total Average Qualified Nonpaid Circulation		15,000
AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print	142	
Total Nonqualified Allocated for Shows & Conventions	142	
Nonqualified Miscellaneous, Including Staff Copies - Print	638	
Total Nonqualified Miscellaneous, Including Staff Copies	638	
Total Average Nonqualified Circulation	780	

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print
Jan	15,000
Feb	15,000
Mar	15,000
Apr	15,000
Мау	15,000
Jun	15,000
Jul	15,000
Aug	15,000
Sep	15,000
Oct	15,000
Nov	15,000
Dec	15,000

BUSINESS/OCCUPATIONAL ANALYSIS

							Job Function			
Classification by Business & Industry	Total	Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Assn Print	Owners/ Presidents/ CEO's	Vice Presidents, General Managers, Managers, Assistant Managers	Buyers		Sales Direc- tors, Sales Managers/ Sales Representa- tives	Designers/ Engineers	Other Titled and Nontitled Personnel
Spa Dealer Only	354	354		220	80	2	4	42	3	3
Pool and Spa Dealer/Builder	5,124	3,829	1,295	3,018	1,462	19	46	310	95	174
Pool Dealer/Builder Only	1,946	1,911	35	1,235	503	7	17	131	48	5
Pool and Spa Supply Dealer	1,530	1,235	295	798	583	10	14	81	10	34
Maintenance/Service	4,777	3,847	930	3,426	985	18	24	99	76	149
Casual Furniture/Patio Dealer	166	53	113	34	12		1	3	3	
Distributor/Wholesaler	640	640		156	391	28	5	160	7	6
Solar/Sauna Dealer	18	18		9	4			4	1	
Landscape Architect/Designer	293	266	27	168	59	4	1	7	52	2
Manufacturer, Manufacturer Representative										
Others Allied to the Field	152	146	6	66	45			7	3	31
Total Qualified Circulation	15,000	12,299	2,701	9,130	4,124	88	112	844	298	404

AGE OF SOURCE ANALYSIS **Qualified Within** Source 1 Year 2 Years 3 Years % Total **Total Direct Request From Recipient** 5,917 1,700 1,307 8,924 59.5 91 0.6 Written 80 7 4 1,030 797 32.4 Telecommunication 3,025 4,852 26.5 Internet and Email 2,812 663 506 3,981 72 9 5 **Total Direct Request From Recipient's Company** 86 0.6 Written 2 2 0.0 Telecommunication 72 7 5 84 0.6 Internet and Email 21.8 **Total Communication Other Than Request** 1,345 1,928 3,273 Written Telecommunication 21.8 Internet and Email 1,345 1,928 3,273 Association 2,214 308 179 2,701 18.0 **Business Directories** Lists Acquired Circulation Other Sources 14 2 16 0.1 **Total Qualified Subscriptions** 9,548 3,959 1,493 15,000 100.0 Percent 63.7 26.4 10.0 100.0

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid -	
Source	Print	%
Individual by Name and Title and/or Occupation	14,734	98.2
Individual by Name Only	247	1.7
Title or Occupation Only	5	0.0
Company Name Only	14	0.1
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS

Abbarn 17 Arcana 75 Arcana 75 Arcana 75 Arcana 75 Connectorul 200 Descrier O'Coumba 4 Descrier O'Coumba 4 Descrier O'Coumba 45 Morinera 45 Mo	State	Qualified Nonpaid - Print
Ateons 468 Advanues 75 Californi 0 Consector 1 Consector 1 Bebarre 6 Bebarre	Alabama	177
Akanas 75 Coloratio 1.657 Coloratio 1.657 Coloratio 1.650 Dented of Columbia 4 Finda 1.550 Georgia 4.62 Uithof 330 Illinos 340		486
Califormia (1457) Conrectiont (140) Connectiont		
Cdorado 142 Consector 152 Deferer 6 Deferer 6	California	1.657
Constitut 2000 2000 2000 2000 2000 2000 2000 2		142
Delware65Detrict of Counting4Florida1,5,65Georgin480Uitoria303Uitoria227Iova83Kansas228Kona83Kansas228Kona31Mane321Maria323Maria323Maria323Maria323Maria323Maria323Maria323Maria323Maria33 <trr>Maria33<!--</td--><td></td><td>280</td></trr>		280
Distic of Columbia 4 Find a 1568 Georgia 482 Ithino a 30 Ithino a 30 Ithino a 30 Ithino a 31 Ithino a 32 Ithino a 32 Marsian 119 Maine 44 Maryland 32 Marsian 32 Minesculu 32 Minesculu 32 Minesculu 32 Minesculu 32 Minesculu 33 Minesculu 34 Minesculu 34 Minesculu 34 Minesculu 34 New Horgin in 34 New Horgin in 34 Mine a 35 Mine a 34 <		65
Finds 1.556 Georgia 452 Itahino 30 Indiana 22 Indiana 23 Indiana 23 Kontusky 141 Losiakan 31 Marina 44 Maryland 323 Marsachouetts 302 Mindiana 44 Maryland 33 Massachouetts 302 Mindiana 222 Mindiana 33 Massachouetts 36 Navada 35 Navada 36 Navada 161 Navada 161 Navada 161 Navada 163 Oregon 94 Pennsylvania 163 Orego	District of Columbia	
Georgia 482 tikink 30 Illinois 30 Indras 22 Kana 21 Kana 21 Kana 21 Kana 22 Kana 21 Kana 21 Kana 21 Kana 141 Louisiana 119 Maina 22 Maina 22 Marina 22 Marina 22 Marina 22 Marina 22 Marina 22 Marina 23 Marina 35 Nature 36 Nature 38 Nature 38 Nature 38 Nature 38 Nature 38 Nature 38 Otalona 38 Otalona 38 Otalona 31		
ikino' 60 indiana 227 iowa 63 Karsas 63 Mane d 44 Mayand 63 Massainbustis 63 Mississipi 63 Mississipi 63 Newida 63		
illindia 338 Indiana 227 lova 83 Karasas 203 Karatas 123 Karatas 114 Lousiana 114 Maine 323 Moratas 33 Moratas 33 Newson 69 Moratas 35 Newson 36 Newson 1016 New Maraphire 80 New Maraphire 38 North Dakota 1016 Ortas 38 Ortas 39 Uanna 39 Varina 41	Idaha	402
Indians227lowa83Kansas120Kantsay121Louisaran119Maine44Maryiand232Maryiand232Maryiand232Minescan232Minescan232Minescan232Minescan232Minescan232Minescan232Minescan233Minescan233Minescan35Newskan68Newskan78Newskan78Newskan78Newskan78Newskan78Newskan78Newskan72Newskan72Newskan73Newskan73Newskan73Newskan73Newskan74Stationan76 </td <td></td> <td></td>		
lova 63 Kentas 120 Kentas 121 Kentas 141 Louisana 191 Maring 323 Maring 323 Maring 323 Maring 324 Maring 323 Maring 324 Maring 323 Maring 324 Massard 323 Maring 324 Massard 33 Massard 33 Netasia 33 Netasia 33 Netasia 33 Netasia 33 Netasia 34 Netasia 34 Netasia 33 Netasia 34 Pennsyvaria 725 Rhod Island 201 South Carolina 34 Oregon 34 Pennsyvaria 34 Varian 34 Varia <		338
Kansas 123 Kantudy 141 Louisiana 119 Maine 44 Maryland 323 Motigian 324 Motigian 322 Motigian 323 Motigian 324 Motigian 323 Motigian 324 Motigian 323 Motigian 324 Motigian 325 Motigian 325 Motigian 335 Notratsa 336 Notratsa 336 New Mangphire 38 New Margo 793 New Margo 316 New Morea 410 Noth Calcia 413 Noth Calcia 414 Noth Calcia 416 Statian		221
Kentucky 141 Losisana 119 Maine 44 Mayland 302 Masseshusetts 302 Minesoda 323 Masseshusetts 302 Minesoda 323 Masseshusetts 303 Missouth 223 Missouth 33 Massampine 33 Nerada 38 Nerada 38 Nerada 188 Nerada 188 Nerada 188 Nerada 188 Nerada 194 Masio 194 Nerada 194 Statistand 194 Veriana 193 Veriana 193 Ve		83
Laisanà 19 Maine 44 Maryland 323 Masschusetts 302 Minesand 252 Minnesoda 134 Missispipi 69 Massandusta 35 Nevada 35 Narada 36 Narada 38 Otion 388 Otion 388 Orgon 44 Orgon 38 Orgon 42 Orgon 38 Orgon 42 South Carolina 200 South Carolina 39 Orgon 163 Orgon 163 Us Charolina 39 Orgon 163 Vermont 39 Vermont 163		128
Maire 44 Mayland 323 Massachusetis 302 Michigan 252 Minsesota 134 Mississippi 69 Mississippi 69 Motana 35 Notrana 35 Nerada 188 New Hampshire 81 New Jampshire 78 New Jampshire 101 New Jampshire		141
Maryland 323 Machigan 323 Michigan 322 Mindeoda 324 Minseoda 69 Missouri 237 Montana 35 Nevada 35 Nevada 58 Nevada 798 Nev Hampshire 81 New Hampshire 798 New Means 798 Orlean 725 Rode Island 798 Output 790 Neans 716 Tennessee		119
Messes 302 Minipian 252 Minesola 134 Mississipi 69 Mississipi 53 Nebraska 58 New Jampshire 81 New Jampshire 81 New Marssy 798 New Marssy 798 New Macto 40 New York 1,016 North Dakota 71 Ohin 388 Okathoma 158 New Macto 10 North Carolina 116 North Dakota 72 Onino 388 Olapon 94 Oregon 94 Oregon 94 Oregon 94 Oregon 106 South Carolina 200 South Carolina 20 South Carolina 106 South Carolina 106 Warmint 163 Worning 163 Worning		44
Massafis 302 Minlegian 252 Minnesola 134 Mississipi 69 Mississipi 61 Montana 35 Nebraska 68 New Jensey 798 New Massafi 61 New Massafi 798 New Massafi 71 North Dakota 116 North Dakota 725 Orlegon 94 Orlegon 200 South Carolina 200 Wermont 41 Wermont 10	Maryland	323
Minigani 252 Minascui 134 Mississipi 69 Missuri 35 Montana 35 Nevada 58 Nevada 158 New Hampshire 81 New Hampshire 81 New Messay 798 New Messay 40 New York 1,016 North Carolina 414 North Carolina 158 Okadoma 725 Rode Island 725 Rode Island 725 Rode Island 725 Rode Island 725 South Carolina 200 South Dakola 16 Tenaesse 266 Utah 39 Virginia 149 Washington 150 Werstriginia 163 Wyaning 163 Usaka 3 I Hawaii	Massachusetts	302
Minnesona 134 Mississippi 69 Mississippi 69 Mississippi 58 Nebraska 58 Nevada 158 New dampabire 81 New dampabire 798 New Marksi 1016 North Dakota 17 Ohio 388 Orlahoma 158 Oregon 94 Pensylvania 725 Rhode Island 42 South Carolina 16 Tomasse 266 Tomas 1,555 Uah 94 Vermont 10 Vignia 16 Washingtoin 16 Washingtoin 16 Wyoring 13 US. Unclassind 11 US. Unclassind 13 US. Un	Michigan	252
Missispin 69 Missouri 33 Montana 35 Nevada 38 Nevada 158 Nevada 181 New Hampshire 81 New Jampshire 798 New Jampshire 1016 New Moxioo 400 New York 1.016 North Carolina 414 North Carolina 725 Kinda Kana 725 Kinda Kana 725 South Carolina 200 South Carolina 200 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1535 Utah 49 Vermont 38 Virginia 419 Washington 413 Wisconsin 16 TOTAL AR CONTERNINOUS STATES 16 US Unclassified 16 US Unclassified 16 US A POSS, etc. 14,33		134
Missouri 237 Notrana 35 Notraska 36 Nevada 158 New Hampshire 81 New Jersey 738 New Vacon 40 New York 1016 North Dakota 414 North Dakota 17 Ohio 388 Okahoma 188 Oregon 94 Pennsyvania 725 Rhode Island 242 South Carolina 200 South Carolina 30 Virginia 419 Washington 153 Washington 16 Tortal A Contretminorus States 30 Virginia 41 Virginia 31 Washington 16 </td <td></td> <td>69</td>		69
Montana 35 Netrada 38 Nevada 188 New Jampshire 81 New Jampshire 81 New Jampshire 81 New Jampshire 81 New Jampshire 788 New Mexico 788 New Mexico 40 New Mexico 1016 New Mexico 1016 New Mexico 73 New Mexico 1016 North Carolina 414 North Dakota 725 Origina 42 Origina 42 South Carolina 200 South Carolina 200 South Carolina 200 South Carolina 201 South Carolina 39 Virgina 42 Vermont 39 Virginia 31 Verginia 31 Verginia 31 Virginia 31 Ustoclassified 16		237
Nerbasha 58 New Jampshire 81 New Jampshire 81 New Jampshire 81 New Jampshire 81 New Jampshire 98 New Jampshire 40 New Jack Color 40 New Jack Color 40 New Mach Color 40 New Mach Color 414 North Carolina 414 North Carolina 414 North Carolina 388 Oklahoma 725 Rode Island 42 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 419 Wisconsin 16 Wisconsin 41 Vermont 3 Hawaii 41 US. Unclassified 14 US. Unclassified 13 US. & POSS. A Other Areas		35
Nevada 158 New Jerspy 798 New Jerspy 798 New Mexico 40 New Moxico 40 New Jord 110 New Moxico 144 North Carolina 144 North Carolina 188 Oregon 94 Pernsylvania 725 Rhode Island 200 South Carolina 30 Virginia 41 Washington 16 Virginia 31 Wisonsin <t< td=""><td></td><td>58</td></t<>		58
New Jarsphire 81 New Jersey 798 New Vack Co 40 New York 1.016 North Carolina 1414 North Dakota 171 Onio 388 Okaforma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 South Carolina 200 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1.535 Utah 94 Vermont 39 Virginia 419 Washington 160 Wisconsin 16 Wisconsin 163 Wyoming 16 Us. Ar OSK at HAWAII 44 TOTAL ASKA & HAWAII 44 TOTAL ASKA & HAWAII 44 Us. Unclassfied 13 U.S. & POSK, etc. 14,336 U.S. & POSK, etc.		158
New Jersey 738 New Mexico 40 New Mexico 40 New York 1016 New Tork 1016 New Tork 117 North Carolina 137 Onio 388 Oregon 388 Pennsylvania 725 Rhode Island 200 South Carolina 16 Wargina 419 Wargina 16 Wirginia 16 Wirginia 16 Wyoring 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 U.S. Unclassified	Nev Hompshire	
New Kerk ór 40 New York 1016 North Carolina 414 North Carolina 17 North Carolina 17 Ohio 388 Oklahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 South Carolina 200 South Carolina 200 South Cakola 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 419 Washington 16 West Virginia 28 Wyoming 16 TOTAL 4201 414 Alska 3 Hawai 41 Us, Lonclassified 14,291 Us, Lonclassified 14 US, Lonclassified 13 US, & POSS, etc. 14,335 Canada 66		
New York 1,016 North Carolina 1414 North Dakota 17 Ohio 388 Oklahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 200 South Carolina 39 Yerginia 163 Wermont 39 Yirginia 150 Westington 163 Wystingina 163 Wystingina 163 Wystingina 163 Wystingina 163 Wystingina 163 Wystingina 163 Us. Londassified 163 Us. Londassified 14,335 TOTAL UNITED STATES 14,335 Poss	New Jersey	
North Cacolina 14 North Cacolina 17 Ohio 388 Okahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 South Carolina 201 South Carolina 16 Tennessee 266 Texas 1,535 Ulah 94 Vermont 39 Virginia 19 Washington 163 Wyoming 16 TOTAL 42 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL 42 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 Single Copy Sales 13 U.S. & POSS., etc. 14,335 TOTAL 40For Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Miltary or Civil		
North Dakota 17 Ohio 388 Oklahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 Wanth 48 Vermont 39 Viginia 410 Washington 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 14 TOTAL UNTED STATES 13 U.S. Unclassified 14 Canada 646 Int		1,016
Ohio 388 Oklahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 419 Washington 150 West Virginia 28 Wisconsin 16 TOTAL 48 CONTERMINOUS STATES 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL UNITED STATES 14,335 POSs & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 Miltary or Civilian Personnel Overseas 6 Total. UNTED Stortes 6 Miltary or Civilian Personnel Overseas		414
Oklahoma 158 Oregon 94 Pennsylvania 725 Rhode Island 42 South Carolina 200 South Carolina 200 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1,535 Ulah 94 Vermont 39 Virginia 419 Washington 160 West Virginia 28 Wisconsin 28 Wisconsin 160 TOTAL 48 CONTERMINOUS STATES 144.291 Alaska 3 Hawaii 41 TOTAL LASKA & HAWAII 44 Single Copy Sales 13 U.S. Unclassified 13 U.S. Unclassified 646 International 646 Miltary or Civilian Personnel Overseas 6 TOTAL UNITED STATES 62 Evali Address Only 6 Other Unclassified 6		17
Oregon 94 Pensylvaria 725 Rhode Island 725 South Carolina 200 South Carolina 260 Texas 1,535 Ulah 94 Vermont 39 Virginia 419 Washington 163 Wysonsin 163 Wysonsin 163 Wysonsin 163 Wysonsin 163 Us At at Stack & HAWAII 41 TOTAL 4& CONTERMINOUS STATES 14,291 Liska 3 Hawaii 41 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. A constine Personnel Overseas 6 Miltary or Civilian Personnel Overseas 6 TOTAL UNITED STATES	Ohio	388
Penisylvania 75 Rhode Island 42 South Carolina 200 South Dakota 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 150 West Virginia 28 Wosonsin 160 Wyoming 163 Wyoming 163 Wyoming 163 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL 48 CONTERMINOUS STATES 14,395 U.S. Unclassified 3 U.S. Unclassified 13 U.S. Unclassified 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Miltary or Civilian Personnel Oversees 6 U.S. & POSS., etc. 6 Canada 646 International 6 Miltary or Civilian Personnel Oversees <		158
Rhode island 42 South Carolina 200 South Carolina 200 Tennessee 266 Texas 15,355 Utah 94 Vermont 39 Virginia 419 Washington 163 Wisconsin 163 Wyorning 163 TOTAL 48 CONTERMINOUS STATES 163 Alaska 3 Hawai 41 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawai 41 TOTAL LASKA & HAWAII 44 Single Copy Sales 1 LS. Unclassified 13 US. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 US. & Dotssified 646 International 646 International 646 International 646 Mittay or Civilian Personnel Overseas 652 Chall Address Only Other Unclassified 652	Oregon	
Rhode Island 42 South Carolina 200 South Dakota 16 Tennessee 266 Texas 15,355 Utah 94 Vermont 39 Virginia 419 Washington 163 Wisconsin 163 Wyoming 163 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska & HAWAII 44 Single Copy Sales 1 US. Unclassified 13 US. Unclassified 13 US. So Chier Areas 13 US. A POSS., etc. 14,335 Canada 646 International 646 International 646 Miltary or Civilian Personnel Overseas 652 TOTAL INTERNATIONAL 652	Pennsylvania	725
South Carolina 200 South Dakota 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 419 Washington 150 West Virginia 28 Wisconsin 163 Wyorning 163 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL LASKA & HAWAII 41 Single Copy Sales 13 U.S. Unclassified 13 U.S. & OPOS., etc. 14,348 Canada 66 International 66 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652	Rhode Island	42
South Dakota 16 Tennessee 266 Texas 1,535 Utah 94 Vermont 39 Virginia 419 Washington 163 Wyorning 163 TOTAL 48 CONTERMINOUS STATES 163 Hawaii 163 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 13 U.S. Unclassified 13 U.S. & POSS, etc. 14,348 Canada 6 Military or Civilian Personnel Overseas 6 Military or Civilian Personnel Overseas 6 E-Mail Address Only Other Unclassified 652	South Carolina	200
Tenssee 266 Texas 1,535 Utah 94 Vermont 39 Washington 110 Washington 150 Wisconsin 28 Wisconsin 16 TOTAL 48 CONTERMINOUS STATES 163 Hawaii 3 Hawaii 3 TOTAL LASKA & HAWAII 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 1 U.S. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 6 International 6 Military or Civilian Personnel Overseas 6 E-Mail Address Only 652	South Dakota	16
Texas 1,535 Utah 94 Vermont 39 Virginia 419 Washington 150 West Virginia 28 Wisconsin 163 Wyoming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 3 U.S. Unclassified 14,335 TOTAL UNITED STATES 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 Military or Civilian Personnel Overseas 652		266
Utah 94 Vermont 39 Virginia 419 Washington 150 Wisconsin 28 Wyoming 163 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ASKA & HAWAII 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 12 U.S. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 652 E-Mail Address Only 652		1 535
Vermont 39 Virginia 419 Washington 150 West Virginia 28 Wisconsin 163 Vorginia 3 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ASKA & HAWAII 44 Single Copy Sales 44 Single Copy Sales 12 U.S. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL UNTERD TIONAL 652		9A
Virginia 419 Wash Nington 150 West Virginia 28 Wisconsin 163 Wyoming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 41 U.S. Unclassified 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canad 646 International 6 Miltary or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652		30
Washington 150 West Virginia 28 Wisconsin 163 Wyoming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 14,335 U.S. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652		410
West Virginia 28 Wisconsin 163 Woming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 14,335 U.S. Unclassified 13 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 652	Virginia Washington	413 450
Wisconsin 163 Wyoming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 44 U.S. Unclassified 14,335 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Wiltary or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652	Washington	
Wyoming 16 TOTAL 48 CONTERMINOUS STATES 14,291 Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 44 U.S. Unclassified 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified 6	west virginia	
TOTAL 48 CONTERMINOUS STATES14,291Alaska3Hawaii41TOTAL ALASKA & HAWAII44Single Copy Sales U.S. Unclassified44TOTAL UNITED STATES14,335Poss. & Other Areas13U.S. & POSS., etc.14,348Canada International646Military or Civilian Personnel Overseas646TOTAL INTERNATIONAL652		163
Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 44 Single Copy Sales 14 U.S. Unclassified 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified 6		
Alaska 3 Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales 44 Single Copy Sales 14 U.S. Unclassified 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified 6	TOTAL 48 CONTERMINOUS STATES	14.291
Hawaii 41 TOTAL ALASKA & HAWAII 44 Single Copy Sales U.S. Unclassified 14 TOTAL UNITED STATES 14,335 Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada International 646 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified 6		
TOTAL ALASKA & HAWAII44Single Copy Sales U.S. Unclassified		
Single Copy Sales U.S. Unclassified14,335TOTAL UNITED STATES14,335Poss. & Other Areas13U.S. & POSS., etc.14,348Canada International646Military or Civilian Personnel Overseas6TOTAL INTERNATIONAL652E-Mail Address Only Other Unclassified6	Hawaii	41
Single Copy Sales U.S. Unclassified14,335TOTAL UNITED STATES14,335Poss. & Other Areas13U.S. & POSS., etc.14,348Canada International646Military or Civilian Personnel Overseas6TOTAL INTERNATIONAL652E-Mail Address Only Other Unclassified6	TOTAL ALASKA & HAWAII	44
U.S. Unclassified TOTAL UNITED STATES Poss. & Other Areas U.S. & POSS., etc. Canada International Military or Civilian Personnel Overseas TOTAL INTERNATIONAL E-Mail Address Only Other Unclassified		
TOTAL UNITED STATES14,335Poss. & Other Areas13U.S. & POSS., etc.14,348Canada646International6Military or Civilian Personnel Overseas6TOTAL INTERNATIONAL652E-Mail Address Only Other Unclassified6	U.S. Unclassified	
Poss. & Other Areas 13 U.S. & POSS., etc. 14,348 Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified 6		
U.S. & POSS., etc. 14,348 Canada 646 International 66 Military or Civilian Personnel Overseas TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified		
Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only 6 Other Unclassified 6		
Canada 646 International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only 6 Other Unclassified 6	U.S. & POSS., etc.	14,348
International 6 Military or Civilian Personnel Overseas 6 TOTAL INTERNATIONAL 652 E-Mail Address Only 6 Other Unclassified 6	Canada	
Military or Civilian Personnel Overseas TOTAL INTERNATIONAL E-Mail Address Only Other Unclassified		
TOTAL INTERNATIONAL 652 E-Mail Address Only Other Unclassified		v
E-Mail Address Only Other Unclassified	wilitary or Civilian Personnel Overseas	
E-Mail Address Only Other Unclassified	TOTAL INTERNATIONAL	652
Other Unclassified		
	E-Mail Address Unly	
	Other Unclassified	
15 ANU 17 AN	GRAND TOTAL	15,000

NOTES

Definition of Recipient Qualification:

Qualified recipients are: owners, presidents, CEO's, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sales directors and managers, sales representative, designers, engineers, and other titled and nontitled personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Association Subscriptions: Represent copies served to members of the Pool & Hot Tub Alliance (PHTA). Receipt of this publication is a stated condition of membership.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2023 issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
PIE SHOW	Monterey, CA	Sep 14-16	September	100
Pool & Hot Tub Alliance	Alexandria, VA	Oct 3-5	October	200
Aqua Booth	Las Vegas, NV	Nov 12-14	November	250
Bin Distribution	Las Vegas, NV	Nov 12-14	November	300
Lyon Financial	Mooresville, NC	Nov 12-14	November	100
Lyon Financial	Mooresville, NC	Dec 11-13	December	100

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

Page 5 of 5 • 06-0133-5 • 05/2024 Alliance for Audited Media Copyright © 2024 All rights reserved.