



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
May	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

Classification by Business & Industry	Total	Job Function								
		Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Assn. - Print	Owners/ Presidents/ CEO's	Vice Presidents, General Managers, Assistant Managers	Buyers	Treasurers, Controllers	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

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	5,917	1,700	1,307	8,924	59.5
Written	80	7	4	91	0.6
Telecommunication	3,025	1,030	797	4,852	32.4
Internet and Email	2,812	663	506	3,981	26.5
Total Direct Request From Recipient's Company	72	9	5	86	0.6
Written		2		2	0.0
Telecommunication					
Internet and Email	72	7	5	84	0.6
Total Communication Other Than Request	1,345	1,928		3,273	21.8
Written					
Telecommunication					
Internet and Email	1,345	1,928		3,273	21.8
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

Source	Qualified Nonpaid - 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

State	Qualified Nonpaid - Print
Alabama	177
Arizona	486
Arkansas	75
California	1,657
Colorado	142
Connecticut	280
Delaware	65
District of Columbia	4
Florida	1,556
Georgia	452
Idaho	50
Illinois	338
Indiana	227
Iowa	83
Kansas	128
Kentucky	141
Louisiana	119
Maine	44
Maryland	323
Massachusetts	302
Michigan	252
Minnesota	134
Mississippi	69
Missouri	237
Montana	35
Nebraska	58
Nevada	158
New Hampshire	81
New Jersey	798
New Mexico	40
New York	1,016
North Carolina	414
North Dakota	17
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	163
Wyoming	16
TOTAL 48 CONTERMINOUS STATES	14,291
Alaska	3
Hawaii	41
TOTAL ALASKA & HAWAII	44
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,335
Poss. & Other Areas	13
U.S. & POSS., etc.	14,348
Canada	646
International	6
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	652
E-Mail Address Only	
Other Unclassified	
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	Mooreville, NC	Nov 12-14	November	100
Lyon Financial	Mooreville, 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