

AQUA

Madison, Wisconsin 53703

AUDIT REPORT

Business Publication

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 PAID & NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2016:

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION **15,000**

1A - AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B - AVERAGE QUALIFIED NONPAID CIRCULATION

Individual 11,827

Association, See Par. 11(a) 3,173

Total Average Qualified Nonpaid Circulation **15,000**

1C - AVERAGE NONQUALIFIED CIRCULATION

Noncontinuous Market Coverage Copies 29

Allocated For Shows & Conventions 198

Miscellaneous, Including Staff Copies, See Par. 11(b) 805

Total Average Nonqualified Circulation **1,032**

1D - AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None of record

AUDIT STATEMENT

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

2 - QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Jan	15,000		15,000
Feb	15,000		15,000
Mar	15,000		15,000
Apr	15,000		15,000
May	15,000		15,000
Jun	15,000		15,000
Jul	15,000		15,000
Aug	15,000		15,000
Sep	15,000		15,000
Oct	15,000		15,000
Nov	15,000		15,000
Dec	15,000		15,000

3A - BUSINESS/OCCUPATIONAL ANALYSIS

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the November 2016 issue in which: Qualified nonpaid circulation of this issue was the same as the period average.

Classification by Business & Industry	Total Qualified Nonpaid	Total Qualified Nonpaid Individual	Total Qualified Nonpaid Assn.	Owners/ Presidents/ CEO's	Vice Presidents, General Managers, Assistant Managers	Buyers	Treasurers, Controllers	Sales Directors, Sales Managers/ Sales Representatives	Designers/ Engineers	Other Titled and Nontitled Personnel
Spa Retailers only	417	416	1	295	81	1	5	35		
Swimming Pool and Spa Retailers/Builders	4,220	3,036	1,184	2,663	957	23	33	208	49	287
Swimming Pool Retailers and/or Builders.....	1,802	1,666	136	1,316	337	5	16	76	22	30
Swimming Pool and Spa Supply Retailers	1,920	1,583	337	1,066	603	10	14	91	5	131
Maintenance/Service	4,216	3,170	1,046	3,112	585	15	22	52	22	408
Casual Furniture/Patio Retailers, Landscape/ Architects/Designers.....	526	357	169	298	77	6	5	31	40	69
Distributors/Wholesalers.....	840	555	285	200	425	30	3	131	2	49
Solar/Sauna Retailers	33	29	4	25	4				1	3
Manufacturer and their Representatives.....	983	685	298	297	247	6	7	281	16	129
Others Allied to the Field.....	43	6	37	6	5	1		1	1	29
Other Paid Circulation										
Subscriptions.....										
Single Copy Sales.....										
Total Qualified Circulation.....	15,000	11,503	3,497	9,278	3,321	97	105	906	158	1,135

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	8,302	1,922	1,108	11,332	75.5
Written	722	444	14	1,180	7.8
Telecommunication	4,339	1,037	1,043	6,419	42.8
Internet and E-mail	3,241	441	51	3,733	24.9
Total Direct request from recipient's company:	179	73		252	1.7
Written	1	1		2	
Telecommunication					
Internet and E-mail	178	72		250	1.7
Total Communication other than request:					
Written					
Telecommunication					
Internet and E-mail					
Association, See Par. 11(a).....	3,416			3,416	22.8
Business Directories					
Lists.....					
Acquired Circulation.....					
Other Sources.....					
Total Qualified Nonpaid Circulation	11,897	1,995	1,108	15,000	100.0
Percent.....	79.3	13.3	7.4	100.0	
Paid Subscription Circulation.....					
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				15,000	

The figures used in Par. 3B are based on percentages established for the May 2016 issue and these percentages are projected against the totals for the November 2016 issue.

3C - MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%
Individual by name and title and/or occupation	13,884	92.6
Individual by name only	840	5.6
Title or occupation only	4	0.0
Company name only	272	1.8
Multi-Copy Same Addressee		
Total Qualified Paid Subscription & Nonpaid Circulation	15,000	100.0
Single Copy Sales		
Total Qualified Circulation	15,000	

4 - GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid
Alabama	192
Arizona	465
Arkansas	94
California	1,840
Colorado	166
Connecticut	265
Delaware	45
District of Columbia	4
Florida	1,711
Georgia	466
Idaho	61
Illinois	352
Indiana	280
Iowa	86
Kansas	121
Kentucky	178
Louisiana	170
Maine	54
Maryland	269
Massachusetts	261
Michigan	331
Minnesota	173
Mississippi	90
Missouri	248
Montana	30
Nebraska	58
Nevada	150
New Hampshire	85
New Jersey	570
New Mexico	50
New York	824
North Carolina	422
North Dakota	16
Ohio	371
Oklahoma	177

State	Qualified Nonpaid
Oregon	122
Pennsylvania	621
Rhode Island	47
South Carolina	213
South Dakota	23
Tennessee	288
Texas	1,479
Utah	85
Vermont	38
Virginia	349
Washington	200
West Virginia	45
Wisconsin	189
Wyoming	8
TOTAL 48 CONTERMINOUS STATES	14,382
Alaska	4
Hawaii	26
TOTAL ALASKA & HAWAII	30
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,412
Poss. & Other Areas	13
U.S. & POSS., etc.	14,425
Canada	537
International	38
Military or Civilian Personnel	
Overseas	
Other International	
TOTAL INTERNATIONAL	575
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	15,000

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD
DURING THE 12 MONTH PERIOD ENDED DECEMBER 31, 2016**

5 - PRICE DATA

Reporting not required

6 - TERM DATA

Reporting not required

7 - SALES CHANNELS

Reporting not required

8 - PREMIUM USAGE

Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:

Reporting not required

10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:

Reporting not required

11 - EXPLANATORY:

(a) Nonpaid Association Subscriptions, averaging 3,173 copies per issue, represent copies served to members of the Association of Pool & Spa Professionals. Receipt of publication is a stated condition of membership.

(b) Miscellaneous includes checking and promotion copies, averaging 421 copies per issue, served to advertisers and agencies.

DEFINITION OF RECIPIENT QUALIFICATION:

Qualified recipients are owners, presidents, CEOs, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sales directors and managers, sales representative, designers, engineers, and other titles and nontitled personnel.

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

06-0133-5

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

11/01/16