

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, 2019:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	15,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	11,959
Total Qualified Nonpaid Individual	11,959
Qualified Nonpaid Association - Print	3,041
Total Qualified Nonpaid Association	3,041
Total Average Qualified Nonpaid Circulation	15,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	244
Total Nonqualified Allocated for Shows & Conventions	244
Nonqualified Miscellaneous, Including Staff Copies - Print	1,312
Total Nonqualified Miscellaneous, Including Staff Copies	1,312
Total Average Nonqualified Circulation	1,556

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 Directors, Sales Managers/ Sales Representatives	Designers/ Engineers	Other Titled and Nontitled Personnel
Spa Dealer Only	460	433	27	331	82		4	40	1	2
Pool and Spa Dealer/Builder	4,316	3,211	1,105	2,899	1,038	25	45	235	57	17
Pool Dealer/Builder Only	1,796	1,641	155	1,287	339	6	24	94	41	5
Pool and Spa Supply Dealer	1,709	1,535	174	1,000	573	12	12	104	5	3
Maintenance/Service	4,655	3,768	887	3,775	700	17	24	72	26	41
Casual Furniture/Patio Dealer	84	58	26	52	21	2		7	2	
Distributor/Wholesaler	618	577	41	180	245	33	9	148	2	1
Solar/Sauna Dealer	36	30	6	24	6			4	2	
Landscape Architect/Designer	300	269	31	208	43	3		11	34	1
Manufacturer, Manufacturer Representative	1,025	816	209	350	296	11	16	324	27	1
Others Allied to the Field	1	1			1					
Total Qualified Circulation	15,000	12,339	2,661	10,106	3,344	109	134	1,039	197	71

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	8,311	2,495	655	11,461	76.4
Written	213	84	5	302	2.0
Telecommunication	5,360	1,536	330	7,226	48.2
Internet and Email	2,738	875	320	3,933	26.2
Total Direct Request From Recipient's Company	152	22	2	176	1.2
Written	57	16		73	0.5
Telecommunication					
Internet and Email	95	6	2	103	0.7
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association	2,037	400	224	2,661	17.7
Business Directories	699		3	702	4.7
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	11,199	2,917	884	15,000	100.0
Percent	74.7	19.4	5.9	100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	14,881	99.2
Individual by Name Only	51	0.3
Title or Occupation Only		
Company Name Only	68	0.5
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	202
Arizona	578
Arkansas	85
California	2,011
Colorado	174
Connecticut	262
Delaware	46
District of Columbia	3
Florida	1,769
Georgia	453
Idaho	55
Illinois	343
Indiana	250
Iowa	94
Kansas	133
Kentucky	164
Louisiana	104
Maine	54
Maryland	273
Massachusetts	284
Michigan	299
Minnesota	164
Mississippi	75
Missouri	239
Montana	35
Nebraska	61
Nevada	157
New Hampshire	80
New Jersey	570
New Mexico	44
New York	807
North Carolina	372
North Dakota	14
Ohio	373
Oklahoma	167
Oregon	112
Pennsylvania	612
Rhode Island	52
South Carolina	209
South Dakota	16
Tennessee	284
Texas	1,467
Utah	80
Vermont	34
Virginia	338
Washington	169
West Virginia	32
Wisconsin	174
Wyoming	8
TOTAL 48 CONTERMINOUS STATES	14,381
Alaska	5
Hawaii	48
TOTAL ALASKA & HAWAII	53
Single Copy Sales	
U.S. Unclassified	14
TOTAL UNITED STATES	14,448
Poss. & Other Areas	
U.S. & POSS., etc.	14,448
Canada	545
International	7
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	552
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 titles 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 2019 issue.

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