



**Alliance for
Audited Media**
TRANSACT WITH TRUST

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, 2021:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	15,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	12,380
Qualified Nonpaid Association - Print	2,620
Total Average Qualified Nonpaid Circulation	15,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	63
Nonqualified Miscellaneous, Including Staff Copies - Print	971
Total Average Nonqualified Circulation	1,034

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	388	382	6	259	87		3	37		2
Pool and Spa Dealer/Builder	4,499	3,446	1,053	3,006	1,082	19	51	220	75	46
Pool Dealer/Builder Only	1,590	1,550	40	1,132	305	5	19	83	42	4
Pool and Spa Supply Dealer	1,732	1,458	274	1,003	583	8	15	96	8	19
Maintenance/Service	4,443	3,557	886	3,419	717	22	26	82	43	134
Casual Furniture/Patio Dealer	73	63	10	49	15	2	1	5	1	
Distributor/Wholesaler	872	625	247	189	473	25	10	158	5	12
Solar/Sauna Dealer	19	19		14	3			1	1	
Landscape Architect/Designer	264	256	8	180	36	1		9	37	1
Manufacturer, Manufacturer Representative	935	762	173	264	291	7	9	312	21	31
Others Allied to the Field	185	178	7	75	41	2	1	17	7	42
Total Qualified Circulation	15,000	12,296	2,704	9,590	3,633	91	135	1,020	240	291

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	5,496	2,434	3,711	11,641	77.6
Written		9	132	141	0.9
Telecommunication	2,723	549	2,625	5,897	39.3
Internet and Email	2,773	1,876	954	5,603	37.4
Total Direct Request From Recipient's Company	12	21	101	134	0.9
Written			44	44	0.3
Telecommunication					
Internet and Email	12	21	57	90	0.6
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association	2,204	104	396	2,704	18.0
Business Directories			521	521	3.5
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	7,712	2,559	4,729	15,000	100.0
Percent	51.4	17.1	31.5	100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	14,841	98.9
Individual by Name Only	116	0.8
Title or Occupation Only	39	0.3
Company Name Only	4	0.0
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	192
Arizona	561
Arkansas	88
California	1,866
Colorado	157
Connecticut	257
Delaware	42
District of Columbia	3
Florida	1,764
Georgia	485
Idaho	56
Illinois	358
Indiana	261
Iowa	81
Kansas	131
Kentucky	169
Louisiana	115
Maine	48
Maryland	275
Massachusetts	277
Michigan	280
Minnesota	161
Mississippi	72
Missouri	246
Montana	40
Nebraska	60
Nevada	157
New Hampshire	76
New Jersey	550
New Mexico	43
New York	807
North Carolina	391
North Dakota	14
Ohio	376
Oklahoma	165
Oregon	111
Pennsylvania	605
Rhode Island	49
South Carolina	219
South Dakota	14
Tennessee	300
Texas	1,502
Utah	90
Vermont	35
Virginia	346
Washington	160
West Virginia	30
Wisconsin	162
Wyoming	9
TOTAL 48 CONTERMINOUS STATES	14,256
Alaska	4
Hawaii	44
TOTAL ALASKA & HAWAII	48
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,304
Poss. & Other Areas	16
U.S. & POSS., etc.	14,320
Canada	662
International	18
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	680
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 2021 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