



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, 2022:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	15,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	12,515
Total Qualified Nonpaid Individual	12,515
Qualified Nonpaid Association - Print	2,485
Total Qualified Nonpaid Association	2,485
Total Average Qualified Nonpaid Circulation	15,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	148
Total Nonqualified Allocated for Shows & Conventions	148
Nonqualified Miscellaneous, Including Staff Copies - Print	872
Total Nonqualified Miscellaneous, Including Staff Copies	872
Total Average Nonqualified Circulation	1,020

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	374	373	1	237	88	3	4	35	3	4
Pool and Spa Dealer/Builder	4,543	3,584	959	2,866	1,074	19	51	246	86	201
Pool Dealer/Builder Only	1,445	1,441	4	983	301	3	12	94	43	9
Pool and Spa Supply Dealer	1,543	1,293	250	846	540	8	15	80	10	44
Maintenance/Service	4,402	3,636	766	3,244	690	16	26	95	97	234
Casual Furniture/Patio Dealer	62	61	1	40	12	2	1	3	4	
Distributor/Wholesaler	842	621	221	157	422	26	8	166	7	56
Solar/Sauna Dealer	17	17		7	5			4	1	
Landscape Architect/Designer	238	237	1	145	33	3	1	8	46	2
Manufacturer, Manufacturer Representative	1,048	837	211	275	321	6	7	324	18	97
Others Allied to the Field	486	485	1	171	133	7	1	41	26	107
Total Qualified Circulation	15,000	12,585	2,415	8,971	3,619	93	126	1,096	341	754

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	6,265	2,473	565	9,303	62.0
Written	12	11	6	29	0.2
Telecommunication	3,330	1,392	44	4,766	31.8
Internet and Email	2,923	1,070	515	4,508	30.1
Total Direct Request From Recipient's Company	98	93	73	264	1.8
Written	2			2	0.0
Telecommunication					
Internet and Email	96	93	73	262	1.8
Total Communication Other Than Request	2,994			2,994	20.0
Written					
Telecommunication					
Internet and Email	2,994			2,994	20.0
Association	2,086	274	55	2,415	16.1
Business Directories					
Lists					
Acquired Circulation					
Other Sources		24		24	0.2
Total Qualified Subscriptions	11,443	2,864	693	15,000	100.0
Percent	76.3	19.1	4.6	100.0	

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	168
Arizona	529
Arkansas	84
California	1,875
Colorado	167
Connecticut	276
Delaware	49
District of Columbia	4
Florida	1,646
Georgia	486
Idaho	51
Illinois	351
Indiana	251
Iowa	82
Kansas	140
Kentucky	151
Louisiana	138
Maine	46
Maryland	279
Massachusetts	265
Michigan	271
Minnesota	144
Mississippi	72
Missouri	244
Montana	40
Nebraska	56
Nevada	165
New Hampshire	72
New Jersey	632
New Mexico	46
New York	885
North Carolina	395
North Dakota	16
Ohio	385
Oklahoma	160
Oregon	119
Pennsylvania	623
Rhode Island	41
South Carolina	210
South Dakota	16
Tennessee	266
Texas	1,498
Utah	87
Vermont	36
Virginia	346
Washington	162
West Virginia	28
Wisconsin	170
Wyoming	9
TOTAL 48 CONTERMINOUS STATES	14,232
Alaska	4
Hawaii	43
TOTAL ALASKA & HAWAII	47
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,279
Poss. & Other Areas	21
U.S. & POSS., etc.	14,300
Canada	692
International	5
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	697
E-Mail Address Only	3
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; and Geographic Analysis is from an analysis of the December 2022 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