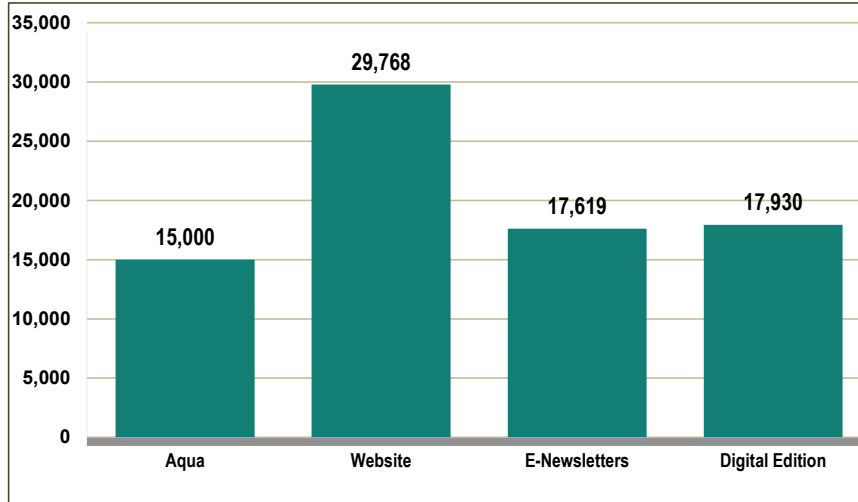


**CONSOLIDATED MEDIA  
AUDIT REPORT  
B2B MEDIA**

12 months ended December 31, 2024

**TOTAL AVERAGE GROSS CONTACTS**

**80,317**



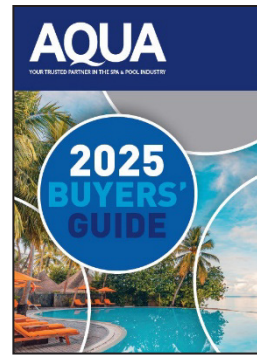
**EXECUTIVE SUMMARY**

Channels	Contacts	Period
<b>Aqua</b>		12 months ended December 31, 2024
Total Qualified Circulation	15,000	
<b>Website Activity</b>		12 months ended December 31, 2024
Page Views	44,666	
Sessions/Visits	37,269	
Users/Visitors	29,768	
<b>E-Newsletters</b>		12 months ended December 31, 2024
Total Average Net Distribution Per Issue	17,619	
<b>Digital Edition Notifications</b>		12 months ended December 31, 2024
Total Average Net Distribution Per Issue	17,930	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





**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, and landscape architects/designers.

**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2024:**

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>15,000</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	11,169
<b>Total Qualified Nonpaid Individual</b>	<b>11,169</b>
Qualified Nonpaid Membership Benefit - Print	3,831
<b>Total Qualified Nonpaid Membership Benefit</b>	<b>3,831</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>15,000</b>

**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions - Print	125
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>125</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	757
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>757</b>
<b>Total Average Nonqualified Circulation</b>	<b>882</b>

**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**

	<b>Qualified Nonpaid - Print</b>
<b>2024 Issue</b>	
Jan	15,000
Feb	15,000
Mar	15,001
Apr	15,000
May	15,000
Jun	15,000
Jul	14,999
Aug	15,000
Sep	15,000
Oct	15,000
Nov	15,000
Dec	15,000

## BUSINESS ANALYSIS

Classification by Business & Industry	Total	%	Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Membership Benefit - Print	* Job Function				
					Owners/ Presidents/ CEO/VP	Manager	Technician	Other	No Answer
1. Retail	1,633	10.9	1,200	433	3,695	2,295	127	43	40
2. Build	7,088	47.3	5,210	1,878	3,473	2,450	204	42	32
3. Service	5,417	36.1	3,982	1,435	3,532	1,840	162	34	38
Others Allied to the Field	862	5.7	635	227	265	492	25	25	
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>100.0</b>	<b>11,027</b>	<b>3,973</b>	<b>10,965</b>	<b>7,077</b>	<b>518</b>	<b>144</b>	<b>110</b>

\* Subscribers may report multiple Job Functions.

## SOURCE ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
<b>Total Direct Request From Recipient</b>	<b>8,020</b>	<b>1,569</b>	<b>383</b>	<b>9,972</b>	<b>66.5</b>
<b>Total Direct Request From Recipient's Company</b>	<b>25</b>	<b>77</b>	<b>2</b>	<b>104</b>	<b>0.7</b>
<b>Total Communication Other Than Request</b>		<b>824</b>	<b>120</b>	<b>944</b>	<b>6.3</b>
Membership Benefit	3,530	392	51	3,973	26.5
Business Directories					
Lists					
Acquired Circulation					
Other Sources	3		4	7	0.1
<b>Total Qualified Subscriptions</b>	<b>11,578</b>	<b>2,862</b>	<b>560</b>	<b>15,000</b>	<b>100.0</b>
<b>Percent</b>	<b>77.2</b>	<b>19.1</b>	<b>3.7</b>	<b>100.0</b>	

## MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	14,829	98.9
Individual by Name Only	137	0.9
Title or Occupation Only	21	0.1
Company Name Only	13	0.1
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>15,000</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>100.0</b>

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	166
Arizona	448
Arkansas	77
California	1,552
Colorado	173
Connecticut	281
Delaware	64
District of Columbia	5
Florida	1,432
Georgia	454
Idaho	51
Illinois	345
Indiana	225
Iowa	83
Kansas	125
Kentucky	145
Louisiana	109
Maine	52
Maryland	320
Massachusetts	276
Michigan	266
Minnesota	155
Mississippi	65
Missouri	247
Montana	31
Nebraska	57
Nevada	156
New Hampshire	82
New Jersey	813
New Mexico	49
New York	999
North Carolina	460
North Dakota	21
Ohio	370
Oklahoma	171
Oregon	103
Pennsylvania	676
Rhode Island	43
South Carolina	218
South Dakota	17
Tennessee	265
Texas	1,501
Utah	100
Vermont	30
Virginia	437
Washington	173
West Virginia	28
Wisconsin	184
Wyoming	21
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>14,121</b>
Alaska	7
Hawaii	48
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>55</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>14,176</b>
Poss. & Other Areas	18
<b>U.S. &amp; POSS., etc.</b>	<b>14,194</b>
Canada	799
International	6
Military or Civilian Personnel Overseas	1
<b>TOTAL INTERNATIONAL</b>	<b>806</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>15,000</b>

**CHANNEL PROFILES****WEBSITE ACTIVITY - www.aquamagazine.com**

2024	Page Views	Sessions/Visits	Users/Visitors
January	46,252	35,063	27,754
February	43,798	35,087	27,091
March	64,878	55,397	48,050
April	49,833	40,740	32,400
May	47,880	40,499	32,780
June	50,525	44,573	35,725
July	51,257	43,681	35,363
August	46,129	39,552	30,951
September	42,796	34,805	27,202
October	36,313	30,214	22,625
November	27,097	23,267	18,400
December	29,229	24,345	18,872

**E-NEWSLETTERS - Aqua Newsletter**

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	9	17,511	157,600
February	9	17,755	159,797
March	9	16,028	144,253
April	9	17,795	160,152
May	9	17,814	160,326
June	9	16,070	144,633
July	9	17,816	160,347
August	9	17,836	160,528
September	10	16,839	168,392
October	10	18,757	187,572
November	8	18,772	150,174
December	9	18,524	166,719

**DIGITAL EDITION - Notifications**

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	16,895	16,895
February	1	18,961	18,961
March	1	18,725	18,725
April	1	18,914	18,914
May	1	18,703	18,703
June	1	18,783	18,783
July	1	18,973	18,973
August	1	15,668	15,668
September	1	15,974	15,974
October	1	16,410	16,410
November	1	20,133	20,133
December	1	17,016	17,016

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## NOTES

### Definition of Recipient Qualification:

Qualified recipients are owners, presidents, CEOs, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sale directors and managers, sales representatives, designers, engineers, and other titles and non-titled personnel.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Qualified Nonpaid Membership Benefit 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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2024 issue.

### Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Issues	Copies Delivered
Lyon Financial	Mooreville, NC	July	100
Lyon Financial	Mooreville, NC	August	100
Pool Industry Expo		September	100
Lyon Financial	Mooreville, NC	September	100
Pool & Hot Tub Alliance	Alexandria, VA	October	150
Lyon Financial	Mooreville, NC	October	100
AQUA Booth in Vegas	Las Vegas, NV	November	250
Bin Distribution in Vegas	Las Vegas, NV	November	400
Lyon Financial	Mooreville, NC	November	100
Lyon Financial	Mooreville, NC	December	100

**Total Average Gross Contacts Include:** Qualified Circulation, Users/Visitors, E-newsletter Total Average Net Distribution Per Issue and Digital Edition Notifications.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: [www.aquamagazine.com](http://www.aquamagazine.com).

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**E-Newsletters Data Source:** Omeda.

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Cross Media Miscellaneous:** DIGITAL EDITION NOTIFICATION metrics represent the average number of emails sent to subscribers and non-qualified recipients informing them that the digital edition is available for access.

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**