

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2019



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	6,154
Spa Retailer	5,008
Pool Builder	4,914
Technicians	3,690
Other	7,236
Unique Subscribers*	17,472

Job Title	Total	Percent
Owner/President/CEO	7,744	44.32%
General Manager/Manager/Assistant Manager	2,378	13.61%
Sales Director/Sales Manager/Sales Representative	1,032	5.91%
Vice President	573	3.28%
Designer/Engineer	223	1.28%
Treasurer/Controller	178	1.02%
Buyer	103	0.59%
Other/Title Not Provided	5,241	30.00%
Unique Subscribers	17,472	100%

*Unique subscribers removes overlap of multiple business types.

Subscribers by Location

Location	Total	Percent
Alabama	179	1.04%
Alaska	6	0.03%
Arizona	520	3.03%
Arkansas	81	0.47%
California	2,126	12.38%
Colorado	185	1.08%
Connecticut	277	1.61%
Delaware	74	0.43%
District of Columbia	6	0.03%
Florida	1,641	9.56%
Georgia	489	2.85%
Hawaii	51	0.30%
Idaho	52	0.30%
Illinois	372	2.17%
Indiana	274	1.60%
Iowa	66	0.38%
Kansas	122	0.71%
Kentucky	135	0.79%
Louisiana	157	0.91%

Location	Total	Percent
Maine	57	0.33%
Maryland	326	1.90%
Massachusetts	260	1.51%
Michigan	320	1.86%
Minnesota	144	0.84%
Mississippi	74	0.43%
Missouri	254	1.48%
Montana	39	0.23%
Nebraska	63	0.37%
Nevada	170	0.99%
New Hampshire	70	0.41%
New Jersey	809	4.71%
New Mexico	53	0.31%
New York	1,005	5.85%
North Carolina	411	2.39%
North Dakota	18	0.10%
Ohio	365	2.13%
Oklahoma	171	1.00%
Oregon	129	0.75%

Location	Total	Percent
Pennsylvania	710	4.14%
Rhode Island	43	0.25%
South Carolina	213	1.24%
South Dakota	22	0.13%
Tennessee	278	1.62%
Texas	1,474	8.59%
Utah	79	0.46%
Vermont	33	0.19%
Virginia	398	2.32%
Washington	179	1.04%
West Virginia	39	0.23%
Wisconsin	176	1.03%
Wyoming	12	0.07%
US Territories	22	0.13%
Location Not Provided	1,327	7.73%
International (Non Canada)	97	0.56%
United States	15,229	88.70%
Canada	516	3.01%
Unique Subscribers	17,472	100%



**AQUA
MAGAZINE**
15,000
AUDITED SUBSCRIBERS



**DIGITAL
SOLUTIONS**
66,500+ TOTAL
MONTHLY PAGEVIEWS



**CUSTOM
E-MAIL**
24.25% AVERAGE
OPEN RATE



**SOCIAL
MEDIA**
12,300+
FOLLOWERS

*Exact numbers may fluctuate as subscriber list grows over time.

READY TO GET STARTED? CONTACT:

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