

AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2019



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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	5,645
Spa Retailer	4,566
Pool Builder	4,513
Technicians	2,973
Other	5,108
Unique Subscribers*	14,194

Job Title	Total	Percent
Owner/President/CEO	6,226	43.86%
General Manager/Manager/Assistant Manager	1,731	12.20%
Sales Director/Sales Manager/Sales Representative	816	5.75%
Vice President	515	3.63%
Designer/Engineer	185	1.30%
Treasurer/Controller	145	1.02%
Buyer	88	0.62%
Other/Title Not Provided	4,488	31.62%
Unique Subscribers	14,194	100%

*Unique subscribers removes overlap of multiple business types.


Subscribers by Location

Location	Total	Percent
Alabama	109	0.77%
Alaska	6	0.04%
Arizona	350	2.47%
Arkansas	56	0.39%
California	1,422	10.02%
Colorado	122	0.86%
Connecticut	190	1.34%
Delaware	51	0.36%
District of Columbia	4	0.03%
Florida	1,082	7.62%
Georgia	337	2.37%
Hawaii	29	0.20%
Idaho	36	0.25%
Illinois	241	1.70%
Indiana	164	1.16%
Iowa	48	0.34%
Kansas	87	0.61%
Kentucky	84	0.59%
Louisiana	97	0.68%

Location	Total	Percent
Maine	44	0.31%
Maryland	223	1.57%
Massachusetts	184	1.30%
Michigan	182	1.28%
Minnesota	89	0.63%
Mississippi	46	0.32%
Missouri	160	1.13%
Montana	26	0.18%
Nebraska	45	0.32%
Nevada	108	0.76%
New Hampshire	46	0.32%
New Jersey	589	4.15%
New Mexico	25	0.18%
New York	706	4.97%
North Carolina	265	1.87%
North Dakota	11	0.08%
Ohio	231	1.63%
Oklahoma	114	0.80%
Oregon	80	0.56%

Location	Total	Percent
Pennsylvania	479	3.37%
Rhode Island	39	0.27%
South Carolina	131	0.92%
South Dakota	13	0.09%
Tennessee	167	1.18%
Texas	961	6.77%
Utah	53	0.37%
Vermont	21	0.15%
Virginia	262	1.85%
Washington	106	0.75%
West Virginia	32	0.23%
Wisconsin	113	0.80%
Wyoming	7	0.05%
US Territories	26	0.18%
Location Not Provided	3,579	25.21%
International (Non Canada)	96	0.68%
United States	10,099	71.15%
Canada	420	2.96%
Unique Subscribers	14,194	100%



			
AQUA MAGAZINE	DIGITAL SOLUTIONS	AQUA TODAY	SOCIAL MEDIA
15,000 AUDITED SUBSCRIBERS	66,500+ TOTAL MONTHLY PAGEVIEWS	33% AVERAGE OPEN RATE	12,300+ FOLLOWERS

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

READY TO GET STARTED? CONTACT:

STAN CHAMBERS

West Sales | P: 949.253.8725
E: stan@aquamagazine.com



JARED FISH

East Sales | P: 608.729.4220
E: jared@aquamagazine.com

