

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2019

# AQUA

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## Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	7,760
Spa Retailer	6,516
Pool Builder	6,022
Technicians	4,250
Other	2,561
<b>Unique Subscribers*</b>	<b>15,000</b>

\*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	9,871	65.81%
General Manager/Manager/Assistant Manager	2,781	18.54%
Sales Director/Sales Manager/Sales Representative	1,122	7.48%
Vice President	702	4.68%
Designer/Engineer	212	1.41%
Treasurer/Controller	143	0.95%
Buyer	119	0.79%
Other/Title Not Provided	50	0.33%
<b>Total</b>	<b>15,000</b>	<b>100%</b>

## Subscribers by Location

Location	Total	Percent
Alabama	190	1.27%
Alaska	4	0.03%
Arizona	475	3.17%
Arkansas	83	0.55%
California	1,878	12.52%
Colorado	169	1.13%
Connecticut	267	1.78%
Delaware	47	0.31%
District of Columbia	5	0.03%
Florida	1,646	10.97%
Georgia	453	3.02%
Hawaii	36	0.24%
Idaho	56	0.37%
Illinois	358	2.39%
Indiana	271	1.81%
Iowa	91	0.61%
Kansas	128	0.85%
Kentucky	176	1.17%
Louisiana	98	0.65%

Location	Total	Percent
Maine	49	0.33%
Maryland	275	1.83%
Massachusetts	287	1.91%
Michigan	322	2.15%
Minnesota	168	1.12%
Mississippi	84	0.56%
Missouri	250	1.67%
Montana	35	0.23%
Nebraska	64	0.43%
Nevada	139	0.93%
New Hampshire	82	0.55%
New Jersey	587	3.91%
New Mexico	50	0.33%
New York	839	5.59%
North Carolina	397	2.65%
North Dakota	15	0.10%
Ohio	391	2.61%
Oklahoma	170	1.13%
Oregon	114	0.76%

Location	Total	Percent
Pennsylvania	638	4.25%
Rhode Island	54	0.36%
South Carolina	212	1.41%
South Dakota	21	0.14%
Tennessee	288	1.92%
Texas	1,503	10.02%
Utah	81	0.54%
Vermont	35	0.23%
Virginia	352	2.35%
Washington	192	1.28%
West Virginia	36	0.24%
Wisconsin	184	1.23%
Wyoming	7	0.05%
US Territories	16	0.11%
International (Non Canada)	26	0.17%
<b>United States</b>	<b>14,368</b>	<b>95.79%</b>
<b>Canada</b>	<b>606</b>	<b>4.04%</b>
<b>Total</b>	<b>15,000</b>	<b>100%</b>

# AQUA

  
AQUA  
MAGAZINE

15,000  
AUDITED SUBSCRIBERS

  
DIGITAL  
SOLUTIONS

66,500+ TOTAL  
MONTHLY PAGEVIEWS

  
AQUA  
TODAY

33% 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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