AQUA TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF SEPTEMBER 2019

AQUA

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Subscribers by Business Type & Job Title

Business Type	Total
Pool Retailer	5,356
Spa Retailer	4,334
Pool Builder	4,320
Technicians	2,900
Other	5,231
Unique Subscribers*	**13,802**

*Unique subscribers removes overlap of multiple business types.

Job Title	Total	Percent
Owner/President/CEO	5,984	43.36%
General Manager/Manager/Assistant Manager	1,661	12.03%
Sales Director/Sales Manager/Sales Representative	776	5.62%
Vice President	489	3.54%
Designer/Engineer	170	1.23%
Treasurer/Controller	134	0.97%
Buyer	90	0.65%
Other/Title Not Provided	4,498	32.59%
Unique Subscribers	**13,802**	**100%**

Subscribers by Location

Location	Total	Percent
Alabama	104	0.75%
Alaska	6	0.04%
Arizona	333	2.41%
Arkansas	57	0.41%
California	1,378	9.98%
Colorado	105	0.76%
Connecticut	183	1.33%
Delaware	49	0.36%
District of Columbia	3	0.02%
Florida	1,004	7.27%
Georgia	319	2.31%
Hawaii	28	0.20%
Idaho	29	0.21%
Illinois	223	1.62%
Indiana	162	1.17%
Iowa	52	0.38%
Kansas	83	0.60%
Kentucky	46	0.33%
Louisiana	98	0.71%

Location	Total	Percent
Maine	44	0.32%
Maryland	206	1.49%
Massachusetts	177	1.28%
Michigan	176	1.28%
Minnesota	76	0.55%
Mississippi	46	0.33%
Missouri	155	1.12%
Montana	26	0.19%
Nebraska	41	0.30%
Nevada	101	0.73%
New Hampshire	43	0.31%
New Jersey	547	3.96%
New Mexico	26	0.19%
New York	659	4.77%
North Carolina	264	1.91%
North Dakota	10	0.07%
Ohio	208	1.51%
Oklahoma	109	0.79%
Oregon	75	0.54%

Location	Total	Percent
Pennsylvania	430	3.12%
Rhode Island	39	0.28%
South Carolina	118	0.85%
South Dakota	12	0.09%
Tennessee	165	1.20%
Texas	936	6.78%
Utah	53	0.38%
Vermont	17	0.12%
Virginia	245	1.78%
Washington	101	0.73%
West Virginia	29	0.21%
Wisconsin	110	0.80%
Wyoming	6	0.04%
US Territories	26	0.19%
Location Not Provided	3,809	27.60%
International (Non-Canada)	57	0.41%
United States	**9,538**	**69.11%**
Canada	**398**	**2.88%**
Unique Subscribers	**13,802**	**100%**

AQUA

AQUA MAGAZINE
15,000
AUDITED SUBSCRIBERS

DIGITAL SOLUTIONS
64,400+
TOTAL MONTHLY PAGEVIEWS

AQUA TODAY
32%
AVERAGE OPEN RATE

SOCIAL MEDIA
15,100+
FOLLOWERS

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

READY TO GET STARTED? CONTACT:

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