

AQUA

Madison, Wisconsin 53703

AUDIT REPORT Business Publication

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, landscape architects/designers, solar/sauna retailers, manufacturers and their representatives and others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2015:

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		15,000
1A - AVERAGE QUALIFIED PAID CIRCULATION		None Claimed
1B - AVERAGE QUALIFIED NONPAID CIRCULATION		
Individual	14,535	
Association, See Par. 11(a)	465	
Total Average Qualified Nonpaid Circulation		15,000
1C - AVERAGE NONQUALIFIED CIRCULATION		
Noncontinuous Market Coverage Copies	29	
Allocated For Shows & Conventions	198	
Miscellaneous, Including Staff Copies, See Par. 11(b)	1,182	
Total Average Nonqualified Circulation	1,409	
1D - AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS		
None of record		

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

AVERAGE QUALIFIED PAID & NONPAID CIRCULATION BY QUARTERS for the period covered by this report:

Calendar Quarter Ended	Total	Paid	Qualified Nonpaid
March 31, 2015	15,000		15,000
June 30, 2015	15,000		15,000
September 30, 2015	15,000		15,000
December 31, 2015	15,000		15,000

2 - QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2015 Issue	Total	Paid	Qualified Nonpaid
Jan	15,000		15,000
Feb	15,000		15,000
Mar	15,000		15,000
Apr	15,000		15,000
May	15,000		15,000
Jun	15,000		15,000
Jul	15,000		15,000
Aug	15,000		15,000
Sep	15,000		15,000
Oct	15,000		15,000
Nov	15,000		15,000
Dec	15,000		15,000

3A - BUSINESS/OCCUPATIONAL ANALYSIS

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the November 2015 issue in which:
 Qualified nonpaid circulation of this issue was the same as the period average.

Classification by Business & Industry	Qualified Nonpaid	%	Owners/ Presidents/ CEO's	Vice Presidents, General Managers, Assistant Managers	Buyers	Treasurers, Controllers	Sales Directors, Sales Managers/ Sales Representatives	Designers/ Engineers	Other Titled and Nontitled Personnel
Spa Retailers only	478	3.2	332	108	1	6	31		
Swimming Pool and Spa Retailers/Builders	4,380	29.2	2,647	1,016	18	36	178	34	451
Swimming Pool Retailers and/or Builders.....	1,873	12.5	1,425	360	6	11	56	15	
Swimming Pool and Spa Supply Retailers	1,924	12.8	1,070	637	11	16	87	5	98
Maintenance/Service	3,892	25.9	2,949	541	4	18	41	9	330
Casual Furniture/Patio Retailers, Landscape/ Architects/Designers.....	469	3.1	273	65	5	5	30	29	62
Distributors/Wholesalers.....	839	5.6	206	416	20	2	139	3	53
Solar/Sauna Retailers	30	0.2	25	05					
Manufacturer and their Representatives.....	943	6.3	306	238	6	8	244	19	122
Others Allied to the Field.....	172	1.2	28	34	1		2	6	101
Other Paid Circulation									
Subscriptions									
Single Copy Sales.....									
Total Qualified Circulation.....	15,000	100.0	9,261	3,420	72	102	808	120	1,217
Percent	100.0		61.7	22.8	0.5	0.7	5.4	0.8	8.1

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	9,435	2,634		12,069	80.5
Written	2,204	34		2,238	14.9
Telecommunication	4,554	2,478		7,032	46.9
Internet and E-mail	2,677	122		2,799	18.7
Total Direct request from recipient's company:	123			123	0.8
Written	6			6	
Telecommunication					
Internet and E-mail	117			117	0.8
Total Communication other than request:					
Written					
Telecommunication					
Internet and E-mail					
Association.....	2,808			2,808	18.7
Business Directories					
Lists.....					
Acquired Circulation.....					
Other Sources.....					
Total Qualified Nonpaid Circulation	12,366	2,634		15,000	100.0
Percent.....	82.4	17.6		100.0	
Paid Subscription Circulation					
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				15,000	

3C - MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%
Individual by name and title and/or occupation	13,807	92.0
Individual by name only	867	5.8
Title or occupation only		
Company name only	326	2.2
Multi-Copy Same Addressee		
Total Qualified Paid Subscription & Nonpaid Circulation	15,000	100.0
Single Copy Sales		
Total Qualified Circulation.....	15,000	

4 - GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid
Alabama	201
Arizona	459
Arkansas	94
California	1,836
Colorado	161
Connecticut	262
Delaware	43
District of Columbia	1
Florida	1,728
Georgia	458
Idaho	58
Illinois	349
Indiana	284
Iowa	89
Kansas	122
Kentucky	182
Louisiana	178
Maine	54
Maryland	266
Massachusetts	254
Michigan	331
Minnesota	168
Mississippi	98
Missouri	253
Montana	31
Nebraska	60
Nevada	151
New Hampshire	83
New Jersey	560
New Mexico	50
New York	803
North Carolina	411
North Dakota	14
Ohio	386
Oklahoma	179

State	Qualified Nonpaid
Oregon	122
Pennsylvania	621
Rhode Island	52
South Carolina	209
South Dakota	26
Tennessee	300
Texas	1,525
Utah	88
Vermont	38
Virginia	339
Washington	197
West Virginia	49
Wisconsin	189
Wyoming	9
TOTAL 48 CONTERMINOUS STATES	14,421
Alaska	5
Hawaii	24
TOTAL ALASKA & HAWAII	29
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,450
Poss. & Other Areas	12
U.S. & POSS., etc.	14,462
Canada	538
International	
Military or Civilian Personnel	
Overseas	
Other International	
TOTAL INTERNATIONAL	538
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	15,000

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD
DURING THE 12 MONTH PERIOD ENDED DECEMBER 31, 2015**

5 - PRICE DATA

Reporting not required

6 - TERM DATA

Reporting not required

7 - SALES CHANNELS

Reporting not required

8 - PREMIUM USAGE

Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:

Reporting not required

10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:

Reporting not required

11 - EXPLANATORY:

(a) Nonpaid Association Subscriptions, averaging 465 copies per issue, represent copies served to members of the Association of Pool & Spa Professionals. Receipt of publication is a stated condition of membership.

(b) Miscellaneous includes checking and promotion copies, averaging 640 copies per issue, served to advertisers and agencies.

DEFINITION OF RECIPIENT QUALIFICATION:

Qualified recipients are owners, presidents, CEOs, general managers, managers, assistant managers, vice presidents, buyers, treasurers, controllers, sales directors and managers, sales representative, designers, engineers, and other titles and nontitled personnel.

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

06-0133-5	Analyzed Issue Date	11/01/15
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	12.00
	Association Subscription Price	
	U.S. Subscription Price	125.00
	Canadian Subscription Price	165.00
	International Subscription Price	165.00