

B2B Media

Publisher's Statement

6 months ended December 31, 2021

Subject to Audit

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 NONPAID CIRCULATION		15,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		12,513
Qualified Nonpaid Association - Print		2,487
Total Average Qualified Nonpaid Circulation		15,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	125
Nonqualified Miscellaneous, Including Staff Copies - Print	1,038
Total Average Nonqualified Circulation	1,163

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul	15,000
Aug	15,000
Sep	15,000
Oct	15,000
Nov	15,000
Dec	15,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Total Qualified Nonpaid Individual - Print	Total Qualified Nonpaid Assn. - Print	Job Function						
				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 Dealer Only	388	382	6	259	87		3	37		2
Pool and Spa Dealer/Builder	4,499	3,446	1,053	3,006	1,082	19	51	220	75	46
Pool Dealer/Builder Only	1,590	1,550	40	1,132	305	5	19	83	42	4
Pool and Spa Supply Dealer	1,732	1,458	274	1,003	583	8	15	96	8	19
Maintenance/Service	4,443	3,557	886	3,419	717	22	26	82	43	134
Casual Furniture/Patio Dealer	73	63	10	49	15	2	1	5	1	
Distributor/Wholesaler	872	625	247	189	473	25	10	158	5	12
Solar/Sauna Dealer	19	19		14	3			1	1	
Landscape Architect/Designer	264	256	8	180	36	1		9	37	1
Manufacturer, Manufacturer Representative	935	762	173	264	291	7	9	312	21	31
Others Allied to the Field	185	178	7	75	41	2	1	17	7	42
Total Qualified Circulation	15,000	12,296	2,704	9,590	3,633	91	135	1,020	240	291

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	5,496	2,434	3,711	11,641	77.6
Written		9	132	141	0.9
Telecommunication	2,723	549	2,625	5,897	39.3
Internet and Email	2,773	1,876	954	5,603	37.4
Total Direct Request From Recipient's Company	12	21	101	134	0.9
Written			44	44	0.3
Telecommunication					
Internet and Email	12	21	57	90	0.6
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association	2,204	104	396	2,704	18.0
Business Directories			521	521	3.5
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	7,712	2,559	4,729	15,000	100.0
Percent	51.4	17.1	31.5	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	14,841	98.9
Individual by Name Only	116	0.8
Title or Occupation Only	39	0.3
Company Name Only	4	0.0
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	192
Arizona	561
Arkansas	88
California	1,866
Colorado	157
Connecticut	257
Delaware	42
District of Columbia	3
Florida	1,764
Georgia	485
Idaho	56
Illinois	358
Indiana	261
Iowa	81
Kansas	131
Kentucky	169
Louisiana	115
Maine	48
Maryland	275
Massachusetts	277
Michigan	280
Minnesota	161
Mississippi	72
Missouri	246
Montana	40
Nebraska	60
Nevada	157
New Hampshire	76
New Jersey	550
New Mexico	43
New York	807
North Carolina	391
North Dakota	14
Ohio	376
Oklahoma	165
Oregon	111
Pennsylvania	605
Rhode Island	49
South Carolina	219
South Dakota	14
Tennessee	300
Texas	1,502
Utah	90
Vermont	35
Virginia	346
Washington	160
West Virginia	30
Wisconsin	162
Wyoming	9
TOTAL 48 CONTERMINOUS STATES	14,256
Alaska	4
Hawaii	44
TOTAL ALASKA & HAWAII	48
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,304
Poss. & Other Areas	16
U.S. & POSS., etc.	14,320
Canada	662
International	18
Military or Civilian Personnel Overseas	
Total International	680
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	15,000

NOTES

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 non-titled personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Association Subscriptions: Represent copies served to members of the Pool & Hot Tub Alliance (PHTA). Receipt of this publication is a stated condition of membership.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2021 issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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