

B2B Media

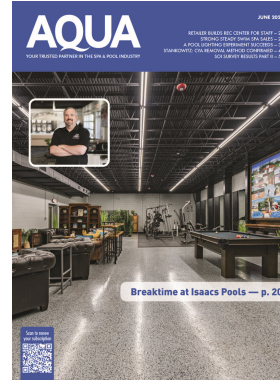
Publisher's Statement

6 months ended June 30, 2023

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.



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	15,001
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	12,525
Qualified Nonpaid Association - Print	2,476
Total Average Qualified Nonpaid Circulation	15,001

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	108
Nonqualified Miscellaneous, Including Staff Copies - Print	749
Total Average Nonqualified Circulation	857

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		15,000
Feb		15,000
Mar		15,000
Apr		15,000
May		15,000
Jun		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	368	368		233	85	2	4	39	1	4
Pool and Spa Dealer/Builder	4,600	3,605	995	2,897	1,125	17	50	272	78	161
Pool Dealer/Builder Only	1,568	1,531	37	1,064	335	8	14	99	39	9
Pool and Spa Supply Dealer	1,542	1,287	255	822	557	8	14	87	11	43
Maintenance/Service	4,356	3,586	770	3,266	704	17	22	94	77	176
Casual Furniture/Patio Dealer	57	56	1	38	11		1	3	4	
Distributor/Wholesaler	798	624	174	161	395	27	5	164	5	41
Solar/Sauna Dealer	18	18		9	4			4	1	
Landscape Architect/Designer	261	260	1	168	35	3	1	7	44	3
Manufacturer, Manufacturer Representative	992	799	193	268	299	6	6	323	19	71
Others Allied to the Field	440	436	4	151	137	5	1	33	21	92
Total Qualified Circulation	15,000	12,570	2,430	9,077	3,687	93	118	1,125	300	600

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	6,265	2,473	565	9,303	62.0
Written	12	11	6	29	0.2
Telecommunication	3,330	1,392	44	4,766	31.8
Internet and Email	2,923	1,070	515	4,508	30.1
Total Direct Request From Recipient's Company	98	93	73	264	1.8
Written	2			2	0.0
Telecommunication					
Internet and Email	96	93	73	262	1.8
Total Communication Other Than Request	2,994			2,994	20.0
Written					
Telecommunication					
Internet and Email	2,994			2,994	20.0
Association	2,086	274	55	2,415	16.1
Business Directories					
Lists					
Acquired Circulation					
Other Sources		24		24	0.2
Total Qualified Subscriptions	11,443	2,864	693	15,000	100.0
Percent	76.3	19.1	4.6	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	14,616	97.4
Individual by Name Only	250	1.7
Title or Occupation Only	13	0.1
Company Name Only	121	0.8
Multicopy Same Addressee		
Total Qualified Subscriptions	15,000	100.0
Total Qualified Circulation	15,000	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	175
Arizona	517
Arkansas	88
California	1,807
Colorado	149
Connecticut	261
Delaware	4
District of Columbia	50
Florida	1,651
Georgia	489
Idaho	53
Illinois	359
Indiana	248
Iowa	87
Kansas	137
Kentucky	154
Louisiana	126
Maine	49
Maryland	279
Massachusetts	274
Michigan	260
Minnesota	150
Mississippi	74
Missouri	241
Montana	40
Nebraska	57
Nevada	164
New Hampshire	75
New Jersey	624
New Mexico	46
New York	875
North Carolina	411
North Dakota	16
Ohio	402
Oklahoma	163
Oregon	121
Pennsylvania	619
Rhode Island	42
South Carolina	211
South Dakota	15
Tennessee	269
Texas	1,534
Utah	96
Vermont	38
Virginia	355
Washington	162
West Virginia	28
Wisconsin	172
Wyoming	9
TOTAL 48 CONTERMINOUS STATES	14,226
Alaska	4
Hawaii	41
TOTAL ALASKA & HAWAII	45
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	14,271
Poss. & Other Areas	22
U.S. & POSS., etc.	14,293
Canada	701
International	6
Military or Civilian Personnel Overseas	
Total International	707
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 Jun issue.

Age of Source Projection: The figures used are based on percentages established for the Dec 2022 issue and projected against the totals for the Jun 2023 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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