

**B2B Media  
Publisher's Statement**

6 months ended June 30, 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.



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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>15,000</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		12,248
Qualified Nonpaid Association - Print		2,752
<b>Total Average Qualified Nonpaid Circulation</b>		<b>15,000</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	903
<b>Total Average Nonqualified Circulation</b>	<b>903</b>

<b>CIRCULATION BY ISSUES</b>	
<b>Issue</b>	<b>Qualified Nonpaid - Print</b>
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	400	389	11	273	87		4	34		2
Pool and Spa Dealer/Builder	4,394	3,371	1,023	2,931	1,040	20	39	217	65	82
Pool Dealer/Builder Only	1,659	1,595	64	1,148	341	6	22	96	45	1
Pool and Spa Supply Dealer	1,726	1,469	257	972	605	6	17	93	7	26
Maintenance/Service	4,555	3,746	809	3,619	700	18	24	78	41	75
Casual Furniture/Patio Dealer	81	61	20	55	17	2		6	1	
Distributor/Wholesaler	811	559	252	197	416	25	8	148	4	13
Solar/Sauna Dealer	26	25	1	17	4			2	3	
Landscape Architect/Designer	292	265	27	210	39		1	9	32	1
Manufacturer, Manufacturer Representative	920	741	179	290	278	8	8	290	19	27
Others Allied to the Field	136	125	11	54	30		1	13	7	31
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>12,346</b>	<b>2,654</b>	<b>9,766</b>	<b>3,557</b>	<b>85</b>	<b>124</b>	<b>986</b>	<b>224</b>	<b>258</b>

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>2,845</b>	<b>7,083</b>	<b>1,314</b>	<b>11,242</b>	<b>75.0</b>
Written	16	208	46	270	1.8
Telecommunication	623	5,050	790	6,463	43.1
Internet and Email	2,206	1,825	478	4,509	30.1
<b>Total Direct Request From Recipient's Company</b>	<b>28</b>	<b>138</b>	<b>11</b>	<b>177</b>	<b>1.2</b>
Written	1	58	10	69	0.5
Telecommunication					
Internet and Email	27	80	1	108	0.7
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Association	612	2,020	291	2,923	19.5
Business Directories		658		658	4.4
Lists					
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>3,485</b>	<b>9,899</b>	<b>1,616</b>	<b>15,000</b>	<b>100.0</b>
<b>Percent</b>	<b>23.2</b>	<b>66.0</b>	<b>10.8</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	14,868	99.1
Individual by Name Only	85	0.6
Title or Occupation Only	42	0.3
Company Name Only	5	0.0
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>15,000</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>15,000</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	199
Arizona	582
Arkansas	87
California	1,828
Colorado	159
Connecticut	257
Delaware	43
District of Columbia	3
Florida	1,766
Georgia	482
Idaho	52
Illinois	356
Indiana	259
Iowa	84
Kansas	137
Kentucky	168
Louisiana	121
Maine	50
Maryland	284
Massachusetts	280
Michigan	284
Minnesota	159
Mississippi	76
Missouri	241
Montana	35
Nebraska	59
Nevada	155
New Hampshire	77
New Jersey	539
New Mexico	40
New York	796
North Carolina	383
North Dakota	15
Ohio	381
Oklahoma	170
Oregon	110
Pennsylvania	596
Rhode Island	45
South Carolina	218
South Dakota	15
Tennessee	293
Texas	1,497
Utah	85
Vermont	36
Virginia	358
Washington	156
West Virginia	30
Wisconsin	171
Wyoming	9
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>14,226</b>
Alaska	4
Hawaii	49
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>53</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>14,279</b>
Poss. & Other Areas	17
<b>U.S. &amp; POSS., etc.</b>	<b>14,296</b>
Canada	667
International	37
Military or Civilian Personnel Overseas	
<b>Total International</b>	<b>704</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>15,000</b>

## 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 December 2020 issue and projected against the totals for the June 2020 issue.

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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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