

AB TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2018

Athletic Business

Learn more at athleticbusiness.info

Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	15,505	36.43%
High School/School District/Private School	10,681	25.10%
Parks & Rec. Community/Municipal Recreation	4,603	10.82%
Health Club	1,754	4.12%
Private Sports/Recreation Center	1,064	2.50%
Architectural/Specialty Design Firms	967	2.27%
YMCA/YWCA	763	1.79%
Business/Program Management Consulting Firm	757	1.78%
Dealer/Distributor	634	1.49%
Police/Fire Dept/Law Enforcement	575	1.35%
Pro Sports	498	1.17%
Manufacturer	475	1.12%
Corporate Rec/Fitness Center	459	1.08%
Wellness Center/Hospital/Clinic	423	0.99%
Amateur/Governmental Sports Organization	414	0.97%
Military	240	0.56%
Association	130	0.31%
Hotel/Resort	69	0.16%
Jewish Community Center	64	0.15%
Church	54	0.13%
Other/Business Not Provided	2,432	5.71%
Total	42,561	100%

Job Title	Total	Percent
Athletic Director	10,915	25.65%
Director	5,628	13.22%
Executive Dir./CEO/Pres./Owner/V.P.	4,101	9.64%
Associate/Assistant Athletic Director	3,548	8.34%
Manager	2,983	7.01%
Coordinator	2,348	5.52%
Recreation/Intramural Dir./Assoc. Dir.	1,679	3.94%
Athletic Trainer	1,381	3.24%
Parks & Rec. Director/Commissioner/Supt.	917	2.15%
Architect/Consultant/Facilities Planner	824	1.94%
Sergeant/Lieutenant/Captain/Chief	473	1.11%
Title Not Provided	5,773	13.56%
Other	1,991	4.68%
Total	42,561	100%

Subscribers by Location

Location	Total	Percent
Alabama	709	1.67%
Alaska	52	0.12%
Arizona	554	1.30%
Arkansas	342	0.80%
California	3,215	7.55%
Colorado	802	1.88%
Connecticut	602	1.41%
Delaware	140	0.33%
District of Columbia	159	0.37%
Florida	2,259	5.31%
Georgia	946	2.22%
Hawaii	130	0.31%
Idaho	184	0.43%
Illinois	1,802	4.23%
Indiana	956	2.25%
Iowa	553	1.30%
Kansas	496	1.17%
Kentucky	675	1.59%
Louisiana	508	1.19%

Location	Total	Percent
Maine	190	0.45%
Maryland	715	1.68%
Massachusetts	1,035	2.43%
Michigan	1,250	2.94%
Minnesota	738	1.73%
Mississippi	428	1.01%
Missouri	817	1.92%
Montana	134	0.31%
Nebraska	341	0.80%
Nevada	161	0.38%
New Hampshire	180	0.42%
New Jersey	922	2.17%
New Mexico	221	0.52%
New York	1,910	4.49%
North Carolina	1,315	3.09%
North Dakota	147	0.35%
Ohio	1,969	4.63%
Oklahoma	505	1.19%
Oregon	454	1.07%

Location	Total	Percent
Pennsylvania	1,749	4.11%
Rhode Island	152	0.36%
South Carolina	631	1.48%
South Dakota	142	0.33%
Tennessee	834	1.96%
Texas	2,278	5.35%
Utah	301	0.71%
Vermont	170	0.40%
Virginia	1,287	3.02%
Washington	726	1.71%
West Virginia	166	0.39%
Wisconsin	996	2.34%
Wyoming	78	0.18%
US Territories	44	0.10%
Location Not Provided	3,666	8.61%
United States	38,070	89.45%
Canada	740	1.74%
International	85	0.20%
Total	42,561	100%

Athletic Business



AB MAGAZINE
40,000
AUDITED
SUBSCRIBERS



AB WEB TRAFFIC
1.28 MILLION+
ANNUAL UNIQUE
VISITORS



AB SHOW
2,700+
HIGH-QUALITY
ATTENDEES



AB TODAY
26.7%
AVERAGE
OPEN RATE



SOCIAL MEDIA
12,215+
FOLLOWERS

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

READY TO GET STARTED? CONTACT:



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