

CUSTOM E-MAIL 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	15,030	37.04%
High School/School District/Private School	9,911	24.42%
Parks & Rec. Community/Municipal Recreation	4,757	11.72%
Health Club	2,309	5.69%
Private Sports/Recreation Center	1,145	2.82%
Architectural/Specialty Design Firms	1,045	2.57%
Business/Program Management Consulting Firm	762	1.88%
YMCA/YWCA	683	1.68%
Dealer/Distributor	657	1.62%
Manufacturer	535	1.32%
Police/Fire Dept./Law Enforcement	531	1.31%
Corporate Rec./Fitness Center	507	1.25%
Pro Sports	452	1.11%
Amateur/Governmental Sports Organization	429	1.06%
Wellness Center/Hospital/Clinic	413	1.02%
Military	229	0.56%
Association	141	0.35%
Hotel/Resort	81	0.20%
Jewish Community Center	73	0.18%
Church	61	0.15%
Other/Business Not Provided	832	2.05%
Total	40,583	100%

Job Title	Total	Percent
Athletic Director	10,401	25.63%
Director	6,227	15.34%
Executive Dir./CEO/Pres./Owner/V.P.	4,507	11.11%
Associate/Assistant Athletic Director	3,476	8.57%
Manager	2,750	6.78%
Coordinator	2,121	5.23%
Recreation/Intramural Dir./Assoc. Dir.	1,818	4.48%
Athletic Trainer	1,332	3.28%
Parks & Rec. Director/Commissioner/Supt.	1,003	2.47%
Architect/Consultant/Facilities Planner	884	2.18%
Sergeant/Lieutenant/Captain/Chief	428	1.05%
Title Not Provided	4,245	10.46%
Other	1,391	3.43%
Total	40,583	100%

Subscribers by Location

Location	Total	Percent
Alabama	677	1.67%
Alaska	43	0.11%
Arizona	520	1.28%
Arkansas	350	0.86%
California	3,045	7.50%
Colorado	812	2.00%
Connecticut	545	1.34%
Delaware	142	0.35%
District of Columbia	148	0.36%
Florida	2,298	5.66%
Georgia	944	2.33%
Hawaii	120	0.30%
Idaho	166	0.41%
Illinois	1,832	4.51%
Indiana	939	2.31%
Iowa	530	1.31%
Kansas	511	1.26%
Kentucky	658	1.62%
Louisiana	474	1.17%

Location	Total	Percent
Maine	185	0.46%
Maryland	693	1.71%
Massachusetts	1,029	2.54%
Michigan	1,251	3.08%
Minnesota	753	1.86%
Mississippi	384	0.95%
Missouri	813	2.00%
Montana	131	0.32%
Nebraska	309	0.76%
Nevada	173	0.43%
New Hampshire	179	0.44%
New Jersey	896	2.21%
New Mexico	204	0.50%
New York	1,871	4.61%
North Carolina	1,265	3.12%
North Dakota	141	0.35%
Ohio	1,935	4.77%
Oklahoma	417	1.03%
Oregon	416	1.03%

Location	Total	Percent
Pennsylvania	1,705	4.20%
Rhode Island	148	0.36%
South Carolina	603	1.49%
South Dakota	131	0.32%
Tennessee	787	1.94%
Texas	2,160	5.32%
Utah	310	0.76%
Vermont	151	0.37%
Virginia	1,290	3.18%
Washington	727	1.79%
West Virginia	153	0.38%
Wisconsin	1,019	2.51%
Wyoming	72	0.18%
US Territories	32	0.08%
Location Not Provided	2,465	6.07%
United States	37,087	91.39%
Canada	918	2.26%
International	113	0.28%
Total	40,583	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



CUSTOM E-MAIL
24.2%
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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