

# MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2018

# Athletic Business

Learn more at [athleticbusiness.info](http://athleticbusiness.info)

## Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	13,201	33.00%
High School/School District/Private School	12,648	31.62%
Parks & Rec. Community/Municipal Recreation	4,540	11.35%
Health Club	1,749	4.37%
YMCA/YWCA	1,643	4.11%
Architectural/Specialty Design Firms	1,424	3.56%
Private Sports/Recreation Center	1,125	2.81%
Corporate Rec/Fitness Center	911	2.28%
Business/Program Management Consulting Firm	613	1.53%
Wellness Center/Hospital/Clinic	586	1.47%
Dealer/Distributor	451	1.13%
Military	315	0.79%
Amateur/Governmental Sports Organization	236	0.59%
Pro Sports	251	0.63%
Jewish Community Center	126	0.32%
Church	63	0.16%
Hotel/Resort	69	0.17%
Police/Fire Dept/Law Enforcement	49	0.12%
Other	0	0.00%
<b>Total</b>	<b>40,000</b>	<b>100%</b>

Job Title	Total	Percent
Athletic Director	13,395	33.49%
Director	4,753	11.88%
Executive Dir./CEO/Pres./Owner/V.P.	4,503	11.26%
Manager	4,477	11.19%
Associate/Assistant Athletic Director	4,162	10.41%
Coordinator	2,745	6.86%
Recreation/Intramural Dir./Assoc. Dir.	2,221	5.55%
Athletic Trainer	1,331	3.33%
Parks & Rec. Director/Commissioner/Supt.	1,330	3.33%
Architect/Consultant/Facilities Planner	1,003	2.51%
Sergeant/Lieutenant/Captain/Chief	80	0.20%
Other/Title Not Provided	0	0.00%
<b>Total</b>	<b>40,000</b>	<b>100%</b>

## Subscribers by Location

Location	Total	Percent
Alabama	573	1.43%
Alaska	39	0.10%
Arizona	610	1.53%
Arkansas	361	0.90%
California	3,047	7.62%
Colorado	823	2.06%
Connecticut	588	1.47%
Delaware	132	0.33%
District of Columbia	138	0.35%
Florida	2,068	5.17%
Georgia	998	2.50%
Hawaii	77	0.19%
Idaho	238	0.60%
Illinois	2,357	5.89%
Indiana	952	2.38%
Iowa	613	1.53%
Kansas	622	1.56%
Kentucky	564	1.41%
Louisiana	325	0.81%

Location	Total	Percent
Maine	253	0.63%
Maryland	712	1.78%
Massachusetts	1,115	2.79%
Michigan	1,220	3.05%
Minnesota	770	1.93%
Mississippi	374	0.94%
Missouri	1,052	2.63%
Montana	191	0.48%
Nebraska	415	1.04%
Nevada	139	0.35%
New Hampshire	248	0.62%
New Jersey	948	2.37%
New Mexico	178	0.45%
New York	2,130	5.33%
North Carolina	1,271	3.18%
North Dakota	158	0.40%
Ohio	1,799	4.50%
Oklahoma	540	1.35%
Oregon	545	1.36%

Location	Total	Percent
Pennsylvania	1,873	4.68%
Rhode Island	181	0.45%
South Carolina	670	1.68%
South Dakota	163	0.41%
Tennessee	693	1.73%
Texas	2,585	6.46%
Utah	295	0.74%
Vermont	143	0.36%
Virginia	1,171	2.93%
Washington	767	1.92%
West Virginia	223	0.56%
Wisconsin	958	2.40%
Wyoming	108	0.27%
US Territories	37	0.09%
Location Not Provided	0	0.00%
<b>United States</b>	<b>38,928</b>	<b>97.63%</b>
<b>Canada</b>	<b>950</b>	<b>2.38%</b>
<b>Total</b>	<b>40,000</b>	<b>100%</b>

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**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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