

AB TODAY SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF AUGUST 2018

Athletic Business

Learn more at athleticbusiness.info

Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	15,853	36.08%
High School/School District/Private School	11,015	25.07%
Parks & Rec. Community/Municipal Recreation	4,633	10.55%
Health Club	1,711	3.89%
Private Sports/Recreation Center	974	2.22%
Architectural/Specialty Design Firms	934	2.13%
YMCA/YWCA	790	1.80%
Business/Program Management Consulting Firm	681	1.55%
Police/Fire Dept/Law Enforcement	591	1.35%
Dealer/Distributor	590	1.34%
Pro Sports	493	1.12%
Corporate Rec/Fitness Center	404	0.92%
Wellness Center/Hospital/Clinic	401	0.91%
Manufacturer	382	0.87%
Amateur/Governmental Sports Organization	339	0.77%
Military	218	0.50%
Association	114	0.26%
Jewish Community Center	65	0.15%
Hotel/Resort	64	0.15%
Church	44	0.10%
Other/Business Not Provided	3,638	8.28%
Total	43,934	100%

Job Title	Total	Percent
Athletic Director	10,967	24.96%
Director	4,569	10.40%
Executive Dir./CEO/Pres./Owner/V.P.	3,997	9.10%
Associate/Assistant Athletic Director	3,268	7.44%
Manager	2,826	6.43%
Coordinator	2,225	5.06%
Recreation/Intramural Dir./Assoc. Dir.	1,521	3.46%
Athletic Trainer	1,323	3.01%
Parks & Rec. Director/Commissioner/Supt.	815	1.86%
Architect/Consultant/Facilities Planner	727	1.65%
Sergeant/Lieutenant/Captain/Chief	477	1.09%
Title Not Provided	8,525	19.40%
Other	2,694	6.13%
Total	43,934	100%

Subscribers by Location

Location	Total	Percent
Alabama	726	1.65%
Alaska	52	0.12%
Arizona	577	1.31%
Arkansas	366	0.83%
California	3,359	7.65%
Colorado	829	1.89%
Connecticut	623	1.42%
Delaware	140	0.32%
District of Columbia	167	0.38%
Florida	2,343	5.33%
Georgia	1,011	2.30%
Hawaii	131	0.30%
Idaho	190	0.43%
Illinois	1,844	4.20%
Indiana	1,001	2.28%
Iowa	569	1.30%
Kansas	506	1.15%
Kentucky	680	1.55%
Louisiana	532	1.21%

Location	Total	Percent
Maine	203	0.46%
Maryland	742	1.69%
Massachusetts	1,085	2.47%
Michigan	1,312	2.99%
Minnesota	771	1.75%
Mississippi	445	1.01%
Missouri	847	1.93%
Montana	138	0.31%
Nebraska	351	0.80%
Nevada	162	0.37%
New Hampshire	182	0.41%
New Jersey	958	2.18%
New Mexico	224	0.51%
New York	1,982	4.51%
North Carolina	1,370	3.12%
North Dakota	154	0.35%
Ohio	2,024	4.61%
Oklahoma	526	1.20%
Oregon	475	1.08%

Location	Total	Percent
Pennsylvania	1,801	4.10%
Rhode Island	162	0.37%
South Carolina	658	1.50%
South Dakota	147	0.33%
Tennessee	867	1.97%
Texas	2,362	5.38%
Utah	312	0.71%
Vermont	176	0.40%
Virginia	1,324	3.01%
Washington	747	1.70%
West Virginia	176	0.40%
Wisconsin	1,035	2.36%
Wyoming	92	0.21%
US Territories	46	0.10%
Location Not Provided	3,586	8.16%
United States	39,502	89.91%
Canada	761	1.73%
International	85	0.19%
Total	43,934	100%

Athletic Business



AB MAGAZINE
40,000
AUDITED
SUBSCRIBERS



DIGITAL SOLUTIONS
30% INCREASE
IN UNIQUE WEBSITE
VISITORS SINCE 2017



AB SHOW
WHERE THE
INDUSTRY
UNITES



AB TODAY
29% AVERAGE
OPEN RATE



SOCIAL MEDIA
12,350+
FOLLOWERS

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

READY TO GET STARTED? CONTACT:



MICHAEL GAIO

East Sales | (608) 729-4216
michael@athleticbusiness.com



DIANE EBNER

West Sales | (608) 729-4189
diane@athleticbusiness.com